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No. 354
February 1997

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In This Issue...

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FEBRUARY 1997

NUMBER 354

"Medical insurance is what allows people to be ill at ease!"
— Alfred E. Neuman

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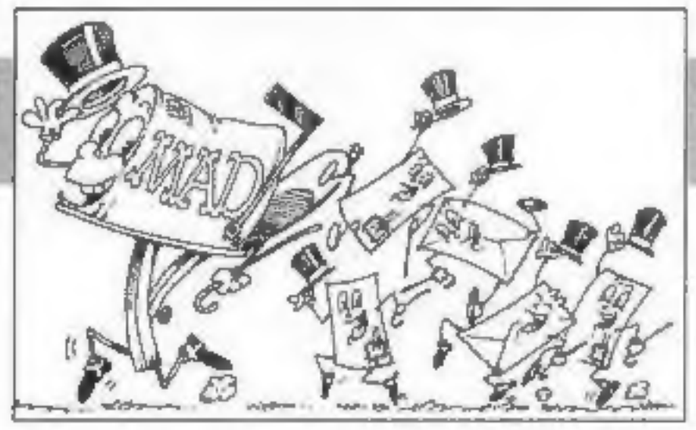


LETTERS &

SORRY, MAC!

I was excited about your special Free CD-ROM in issue #350. But when I tried it, I was disappointed to find out it was DOS and Windows only! Not all of your readers are computer geeks...some of us use Macintoshes! Fa!

Timothy Arends
Hobart, IN

Tim — We understand your disappointment — Unfortunately, we could only produce one version of the disc and IBM dominates! Remember, the songs on the CD-ROM can be played on any audio CD player...just don't write in and tell us you're one of those loyal 8-track guys! —Ed.

You gotta be kidding me! Who would actually spend their 15 free hours of America Online on MAD? Not me or hopefully any other idiot out there!

AWells0925@aol.com

Good one, dude! —Ed.com

YOU GO, GIRL!

Thank you for printing my letter in MAD #351 under the headline "This Lady Writes to MAD..." There's only one problem...I'm a man!!! Oh, the humiliation! My always suspicious girlfriend has left me, I've been kicked off of my softball team, and my neighbor Larry now looks at me in a beguiling fashion. I'll give you two options on rectifying this situation: A free subscription or pay for my operation, counseling, relocation and new wardrobe!

MR. Tracy K. Lorenz
Grand Haven, MI

Okay, we'll take the latter of your options — the operating, counseling, relocation and new wardrobe! Upon your return to the states, show up at our offices with an itemized bill and proof in hand! —Ed.

YANKEES GO HOMER!

A prophetic "marginal" by Sergio Aragones appeared on page 18 of MAD Collector's Series #1. It reminds me of one of the most memorable catches in the history of Major League Baseball, in game one of the 1996 American League Championship Series.

Bob Van Winkle
Peoria, IL

Bobby Van — Now imagine if Sergio doesn't draw this marginal, or young fan Jeff Maier doesn't read MAD, so he isn't inspired to go to the championship game, doesn't make the fateful catch, and Baltimore wins in four! Note to Yankees owner George Steinbrenner: for his crucial role in your team going all the way, you can send Sergio's World Series ring to our New York office. (Be sure to send it before you move the team so postage won't cost you as much!) —Ed.

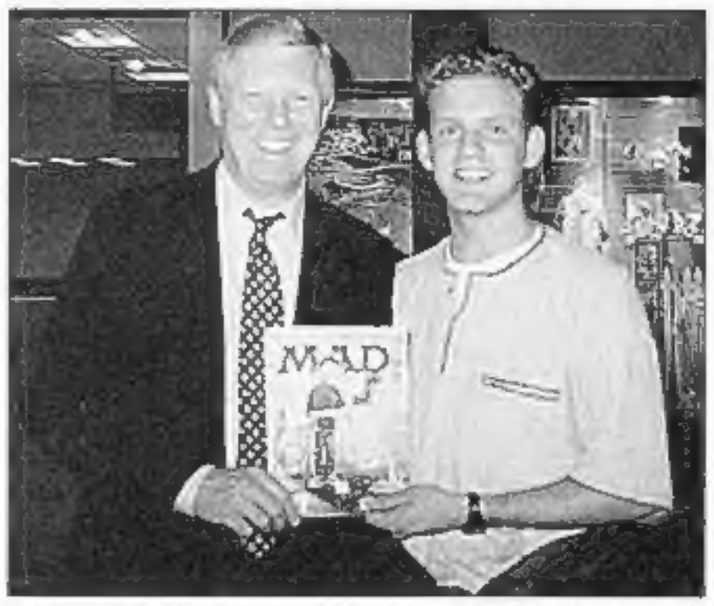
AP/WIDE WORLD PHOTOS

Holy cow! Life imitates MAD art: Sergio's marginal (which originally appeared in issue #150, April '72!) and Jeff Maier's catch at Yankee Stadium! Coincidence?

MAD MUMBLINGS @aol.com

Would you call someone who knows a lot about fashion a fascist? — BolkoVR...KILLER PASTA: A kid is eating pasta and it's a worm and the worm eats his head off! — Peetrie...I'm reading MAD from my cell right now — Davedodger...Why did the cow jump over the moon? No really, why?? Why did he do it? WHY??? WHY DID HE JUMP??!!??!! WHYYYYYY?!?!?!?! — WeenieMan5...Usually I take my socks off before bed. Not today, though. — SlickJoe09...Please, whatever you do, do not, oh please do not read this sentence. If you do, I will disap— — TELEBOR

MAD CELEBRITY SNAPS



This issue, Celebrity Snaps goes to Washington! On the left, Ryan Reinbold of Bridgeport, MI turns a chance meeting with Missouri Congressman and Non-Speaker of the House Richard Gephardt into a free three-year subscription! On the right, Kendra Levin of Marblehead, MA wins the same with Iowa Senator Tom Harkin, with whom she says she had to agree to split her free MAD issues! Send us a photo of yourself and a famous celebrity holding MAD and if we print it, you win! Now, why aren't any Republicans posing? We want to know!

INSIGNIFICANT DATA

MAD #355 ON SALE FEB. 25!!

MAD COLLECTOR'S SERIES #14 ON SALE NOW!!

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TOMATOES DEPARTMENT

COMPLAINT'S THE THING

I swear, you dumbasses are so stupid sometimes it's scary. Issue #350 is the worst MAD I've ever read. First, you insulted Courtney Love-Cobain. She doesn't do drugs anymore; she's an alcoholic and she smokes (cigarettes, not dope, stupid). Then you made fun of MTV's *Singled Out*. People of the younger generation happen to like that show, even if it isn't as good as *Beavis and Butt-head*. But the worst, I mean the WORST thing was in "You're Their Biggest Fan...But You Just Might be a Stalker if." You misquoted the Oasis song *Champagne Supernova*. It's not "Caught BETWEEN a landslide," it's "Caught BENEATH a landslide." There's a big difference. Next time you want to copy a song, buy the CD and look at the words, you fools! Oh, and have a nice day!

Amanda Cochran
Bramwell, WV

Mandy — Thanks for your letter! It's the perfect way for us to introduce a new letters page feature: The MAD Crystal Balls (we have a spare)! Let's see...what does the future hold for you? Is Amanda going to be a brain surgeon? Reply hazy. Is Amanda going to be a rocket scientist? Doesn't look good. How about at least a gym teacher? Nope! Wait — the cloud is lifting — your future looks pink — mainly because your future can be summed up in three words — Mary Kay Cosmetics! Have a NICE day! —Ed.

LIVE AND LET SPY

My friends and I took this picture at Halloween when I was in sixth grade. I hope it's not too late for me to get this picture published. The Black Spy is Ryan Oakes, the Gray Spy is William Kuykendall and the White Spy is me.

Trevor Oakes
Somewhere in America

Trevor — Thanks for your letter explaining this photo. For a minute, we were afraid it was a press release from CBS announcing they were bringing back The Hat Squad to prime time! —Ed.

CRITICS RAVE!

"A good argument for paper rationing."
— National Review of Classic Literature

"Itay Ucksay!"
— Pig Latin Book Club

"The sequential page numbers made for easy reading. We loved them!"
— Pinheads Book Review Quarterly

"Another classic from the bestselling author of *The Bridges Of Madison County.*" — Hank's Inaccurate Book Reviews

MAD
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RON HOWARD'S END DEPT.

Not too long ago, a bunch of Hollywood producers got together to greenlight a big-budget thriller. The meeting went something like this: "Listen up, people! We got Rene Russo and Mel Gibson back together for the FIRST TIME since *Lethal Weapon III!* We've got Gary Sinise from *Forrest Gump* — only WITH LEGS! And we got Nick Nolte's whiny little kid locked up in a dingy house!!! We've got everything!" Yeah, everything except a decent screenplay! If even one of those jagoffs had actually bothered to read it, they would have seen this script is...

RA

On my airline, **people** are our **top priority!** In fact, we make this **promise** to all our passengers: You pay **nothing** if we **fail** to get you to your **destination** at least three days **before** your **luggage!**

Wasn't your **husband** charged with a **serious felony?**

A **jury** found him **not guilty!**

But **everyone knows** he **did it!**

Not guilty even though **everyone** knows he **did it?** That seems like a **contradiction!** How could **that be?**

Don't ask me! **Ask O.J. Simpson!**

Jerky, I think you'd better **go easy** on that **guy,** or else it might **look like** you're using **excessive force!**

Not me! I do everything by the **book** — ***The LAPD Handbook!*** Read the **chapter** on **Rodney King** and see for **yourself!**

POW POW

These **young inventors** certainly are **New York City kids!**

What makes you **say that?**

Most of their **inventions** are **metal detectors, home security devices** and **car alarms!**

75TH ANNUAL NEW YORK CITY STUDENT SCIENCE FAIR SHOW OFF WHAT THEIR PARENTS ACTUALLY BUILT

CHOOGA CHOOGA

WHEET OOWAH WHEET OOWAH WHEET

ARTIST: SAM VIVIANO WRITER: STAN HART

NERD

Why does **Mel Gibson** look so **old** and **unattractive** in this film?

It's Director **Ron Howard's revenge** for Gibson winning **Best Director** for ***Braveheart*** while **Howard's *Apollo 13*** wasn't even **nominated!**

I loved seeing **Mel Gibson** in **a kilt**, but I still think all of us have **better legs!**

Um, **who** are **you ladies?**

I'm **Patrick Swayze!**

I'm **Wesley Snipes!**

And I'm **John Leguizamo!** Remember us from ***To Wong Foo, Thanks for Everything, Julie Newmar?***

SAM

Mo-om!!! I wanna go **first! Now!!!**

You'll have to **excuse him**, he's a little **high-strung!**

Yeah. I'd like to see him **high-strung** from **that tree** over there!

Honey, I **can't find Sham!**

I **can't find** him **either!** What can we do?

How about a **quiet dinner** for two and a **movie?**

I **couldn't!** All through the movie I'd **worry about Sham!**

That the boy **might be lost?**

That the little #@*$& **might be found!**

MISSING
FROM THIS MOVIE
CLINT HOWARD

We have your **son!** Get **two million dollars** in **nickels, dimes** and **pennies** so it's untraceable and await our **instructions!** If you **notify** the **FBI** or the **cops**, we **couldn't care less** since they're never **any help** in movies **like this!**

Bastards! They **interrupted** my **porno chat** on the **Internet!**

We're using all the **expertise** of the **FBI** to **get your son back!**

Like you did when you **screwed up** the **Atlanta Olympics bombing?** Or the **way** you've been **solving** the **TWA Flight 800 crash?**

Hey, we **got** the **Una-bomber,** didn't we?

Well, it **took you guys long enough!**

Be positive! Think of what a **joyous homecoming** it'll be when we **bring him back!**

Yeah, at the rate **you're going,** it'll be a *nursing home*-coming!

To hell with **protecting** our **identity** as kid-nappers! I'm taking off this **kid's blindfold** next time he has to **use** the **toilet!**

Next time you **snatch** a **kid, snatch** a **change** of **underwear** for him! **Phew!**

Yeah, he's starting to **smell** like parts of **New Jersey!**

Just **let** the **FBI handle this!**

Have you had **much success** in recover-ing **kidnap victims?**

Sure! But it doesn't happen **overnight!** It might take **a week!**

Really?

Yeah! **One day,** we recover an **arm!** The next day, **a leg!** Maybe the **torso** on the **third day...**

Has that **flap** about you **bribing** the **union official** blown over yet?

It will! I've got a **lawyer** who has loads of **experience** in **covering up shady deals!**

Who's your **lawyer?**

Hillary Clinton!

Hey, who **redid** the **wall?**

The kid!

Where'd he get the **paint** to **polka dot** it?

What paint? They're **boogers** he's been **flicking** for the past **10 days!**

YECCH!

Just because you **bribed me** and then had me **put away unjustly**, you think I had your kid **snatched?**

It **crossed** my **mind!**

Listen, we've got **six kids** at home and my wife and I **don't want anything** to do with **any** of **them!** You think we want ***someone else's*** **bratty kid** running around **our house?** Take my advice: Since you're **sitting** on your brains, **try not to fart!**

Jerky, doesn't **masterminding** this **kidnapping** ruin the **pride** you always had in being an **honest cop?**

No way! Once I get the **two million** in **ransom,** I'll have **enough money** so I won't have to take **graft** from **drug dealers** or **pimps** ever again! How many other **New York City cops** can make that **statement?**

Are you **thinking** of **Sham?**

Unfortunately, **yes!** But it **gives me** an **idea!**

KICK!

Here's that **two million dollars** you **kidnappers** asked for — but you're not gonna see a **nickel,** a **penny** or a **dime** of it! No, ***you're*** gonna **give** ***me*** **money!**

What's he **talking about?** Has he lost his **mind?!?**

If you **don't,** you can **keep** that **rotten kid** of mine! Now, I want **two million dollars** in **quarters** and **half dollars,** and when you have it, **we'll meet!** And remember, if I **don't get** the **money,** I **don't get** the **kid!**

TIME-WARNER CABLE NEW YORK
A FINE COMPANY

Five o'clock News summary

It's **time** you took a **bath.**

I **mean it.**

It's **time** you took a **bath.**

I **mean it.**

I'm not **fooling around!**

I'm not **fooling around!**

Stop **repeating everything** I say!

Stop **repeating everything** I say!

I HATE YOUR SMELLY LITTLE GUTS!!!

I HATE YOUR SMELLY LITTLE GUTS!!!

Get that kid out of my life!

He's driving us all nuts!

And the little brat stinks!

It can be done! All we've got to do is raise two million dollars!

How are we supposed to do that?

If televangelists can do it, so can we! Hell, ain't we every bit as crooked as they are? Well...almost!

Send Sham home where he belongs!

Help get Sham home!

Jerry's Labor Day SHAM-a-THON

We've got the money! Meet me in Jersey City tonight at 10!

Remember, no funny stuff! One false move and the kid is yours for keeps!

You just bite your tongue!

UNMARKED POLICE CAR

We could only raise a million and a half! Take it and the kid!

I don't give discounts! If anyone tries to give the kid back without the two million, I'll give four million to the person who tracks them down and kills them!

MAD TV

BLAM BLAM BLAM

So, I saw those guys trying to bring the kid to your house for nothing and I opened fire! Do I get the reward?

Four million dollars and our eternal hatred!

I know who you are! If you don't want me to tell the authorities, you'll do as I say! Whenever I'm unhappy at home, I'm going to move in with you!

That's blackmail!

You bet your tushy!

Wait there just a second!

Screw the four million! I'd rather drop 20 floors than spend another minute with *you*, you little brat!

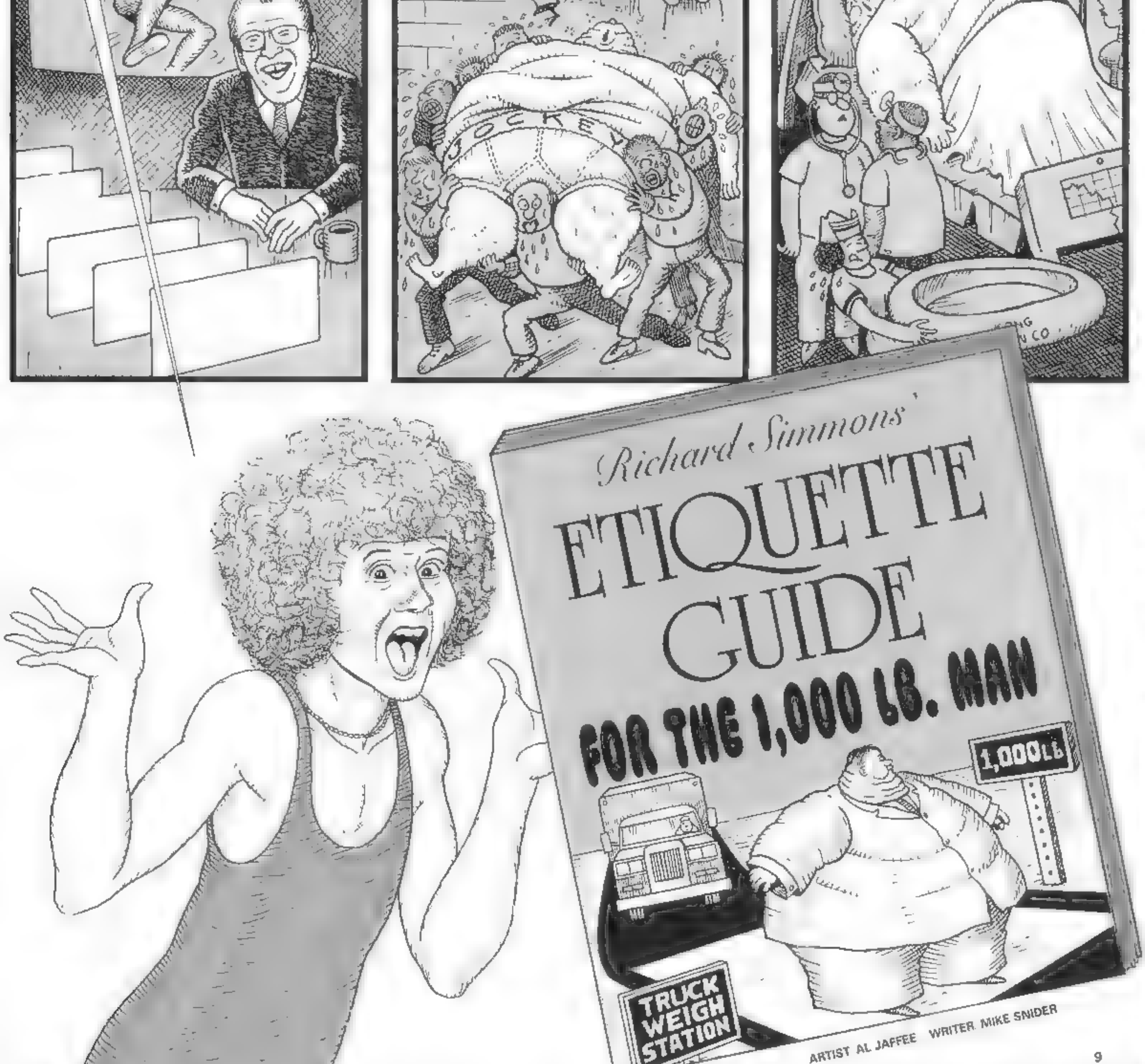
Well, that's one down and two parents to go!

CRASH!

Hi, hi, hi! **Fitness Guru Richard Simmons** here! You know me for my annoying **Deal-A-Meal commercials,** embarrassing-to-watch **Sweatin' To The Oldies videos** and schticky **David Letterman appearances** that make **Calvert DeForest** seem like a great **Shakespearean actor!**

You may also have seen me last year in the **news,** when one of my, er, **"friends"** ballooned up to over **1,000 pounds** and had to be **rushed** to the **hospital** through the **knocked-down front wall** of his **living room!**

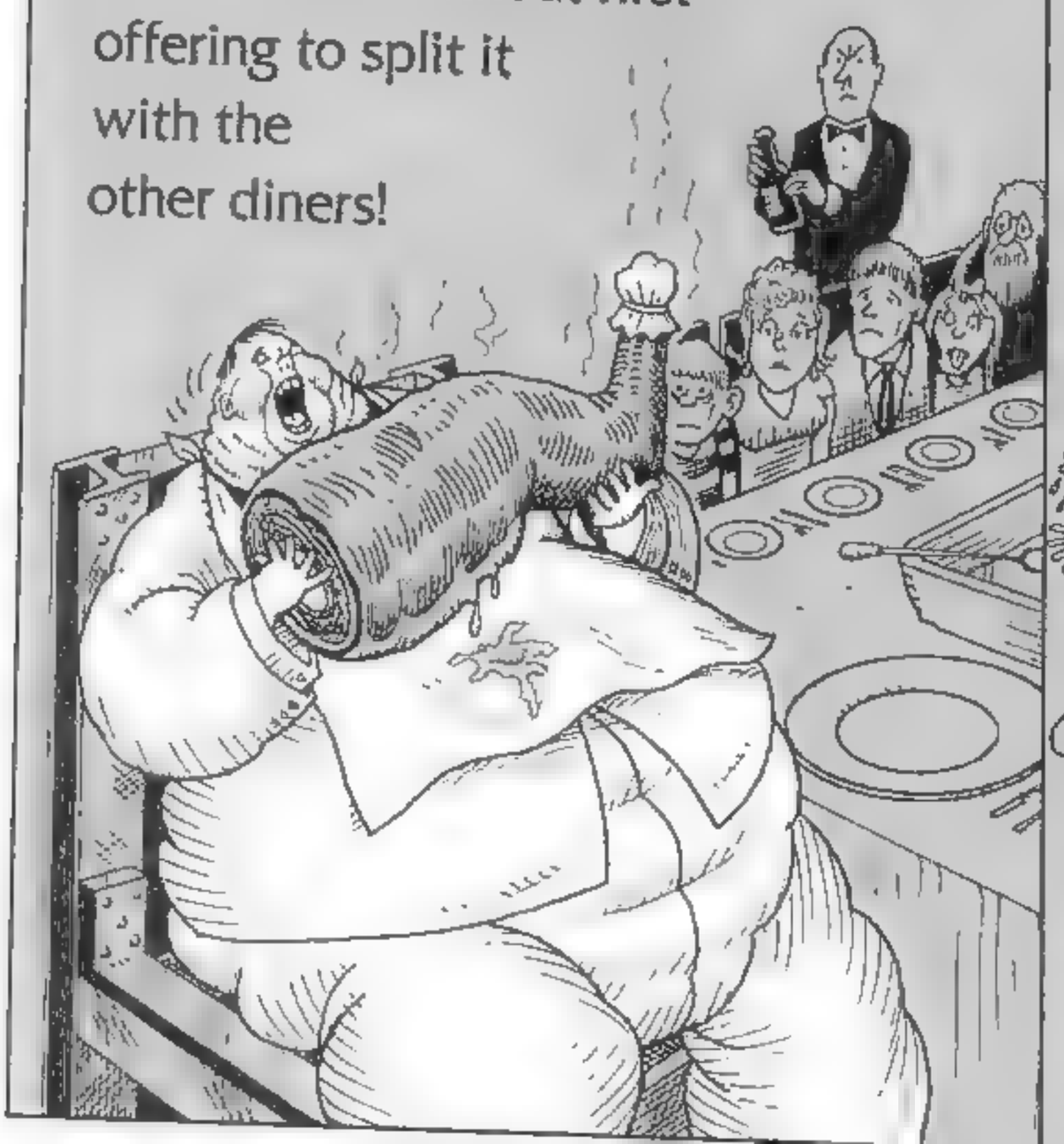
How **tragic** and **embarrassing!** Not for him, **for me!** I have a **reputation** to **uphold!** One that depends on helping people to **LOSE weight,** not gain the **equivalent of a Buick Skylark!** So, how could he do such a **rude** and **thoughtless thing,** making me look **so bad!** Simple! Like so many **super-porkers** he just **doesn't know better!** Which is why I'm **introducing...**



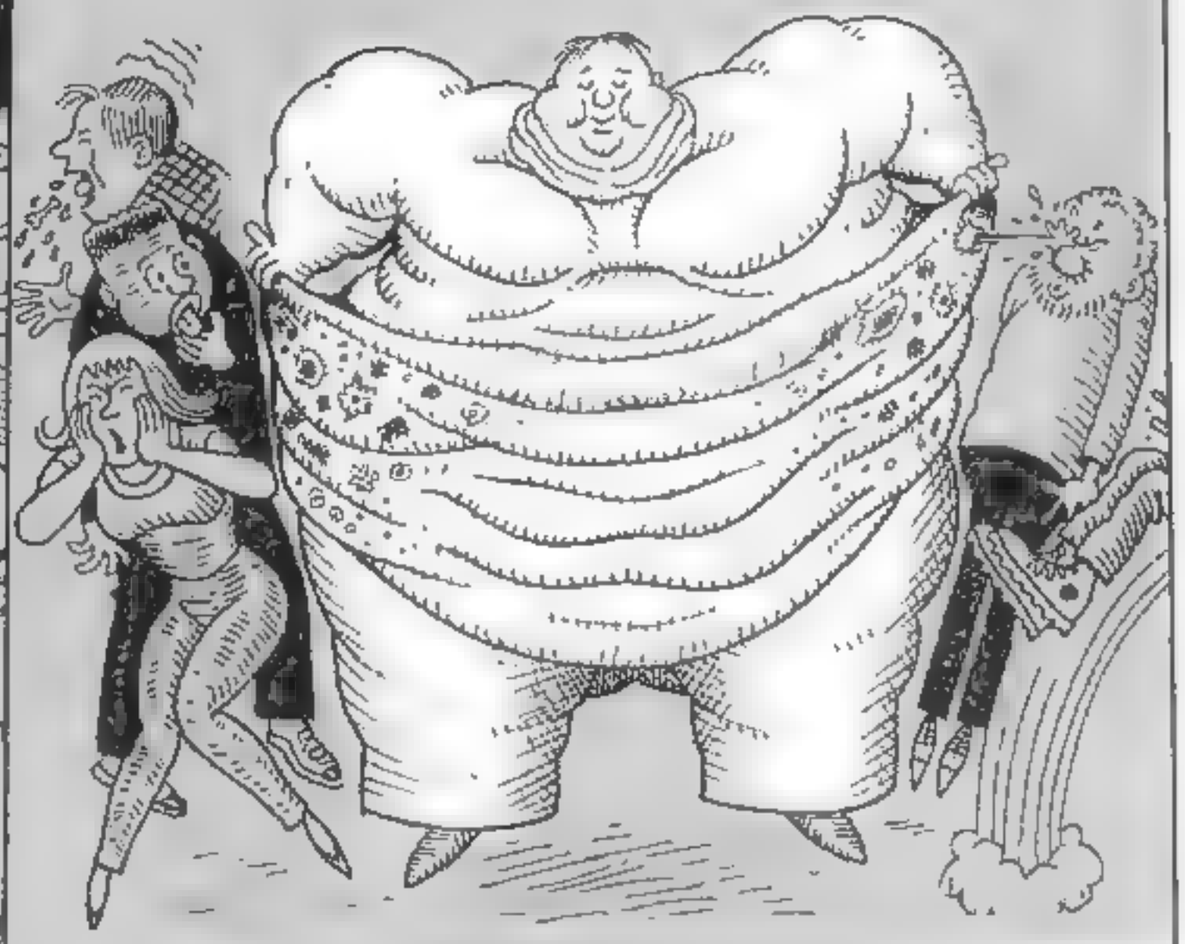
When getting out of the house, it is customary to tip the forklift operator!

After passing gas, make use of the 20 to 30 seconds it will take to rumble through all your skin folds to warn guests that it's coming!

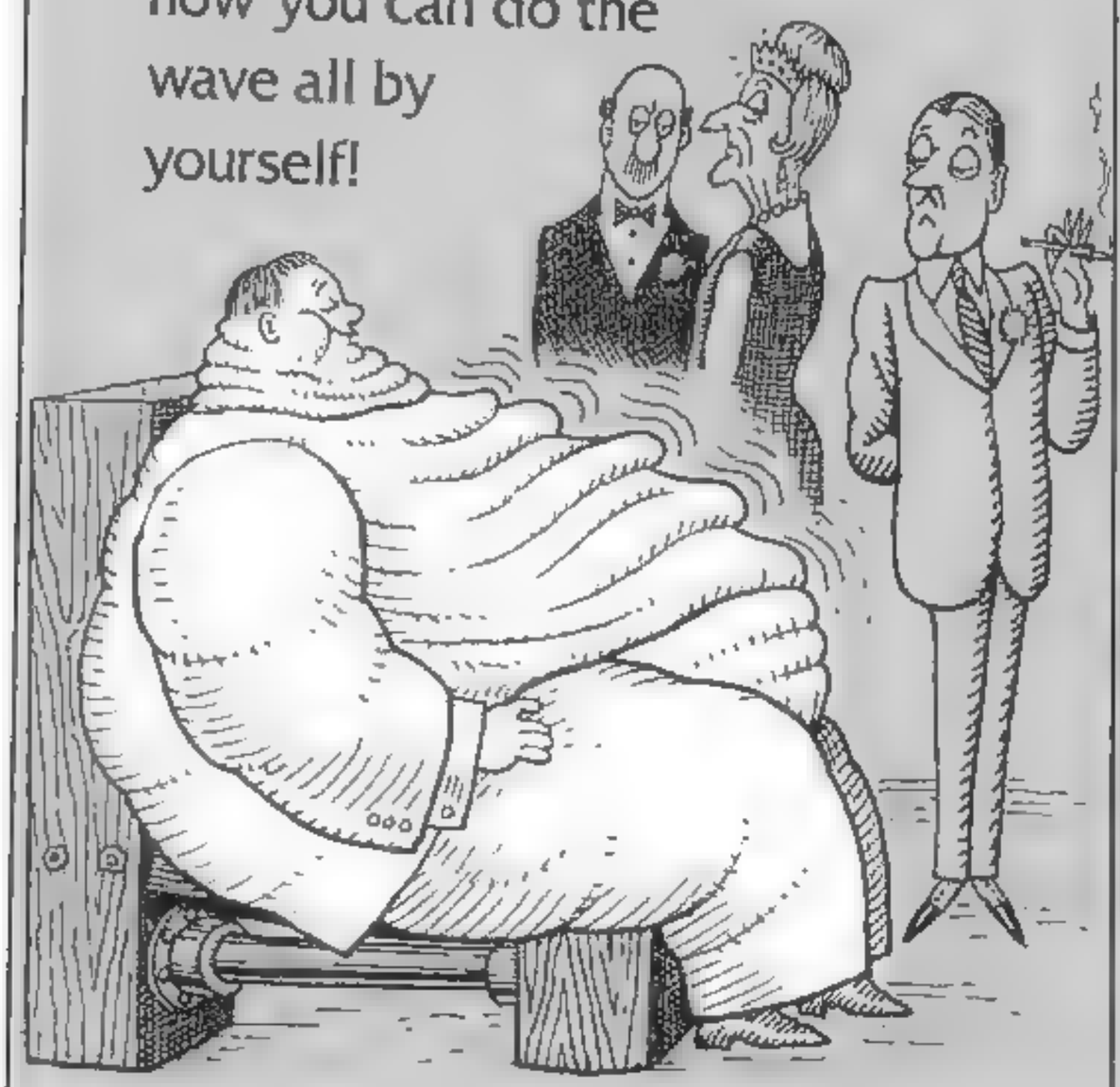
It is impolite to take the last side of beef without first offering to split it with the other diners!



Even if you are proud of them, showing off your collection of bedsores, rashes and skin ulcers is considered very tacky!

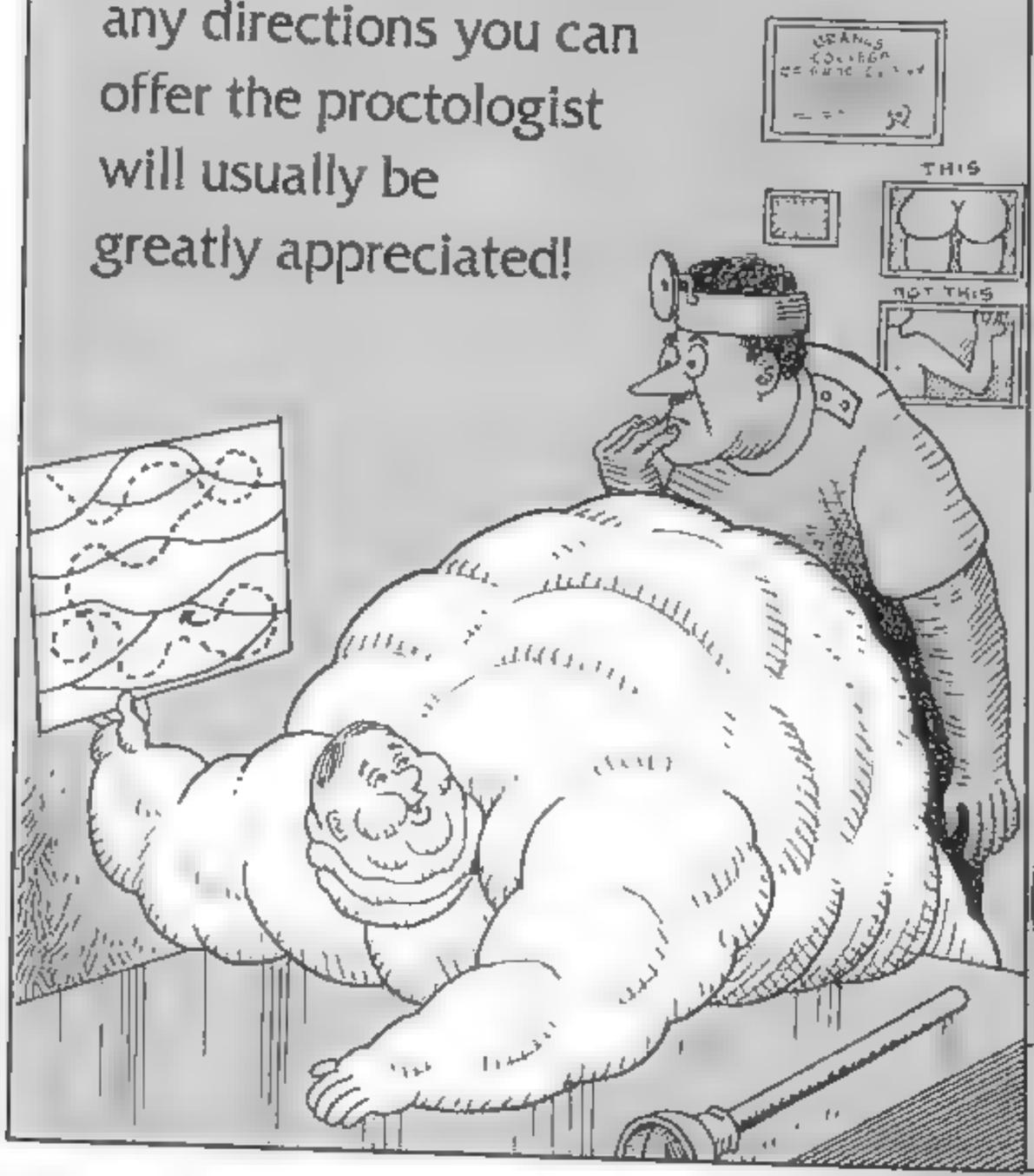


Unless specifically requested, refrain from demonstrating how you can do the wave all by yourself!

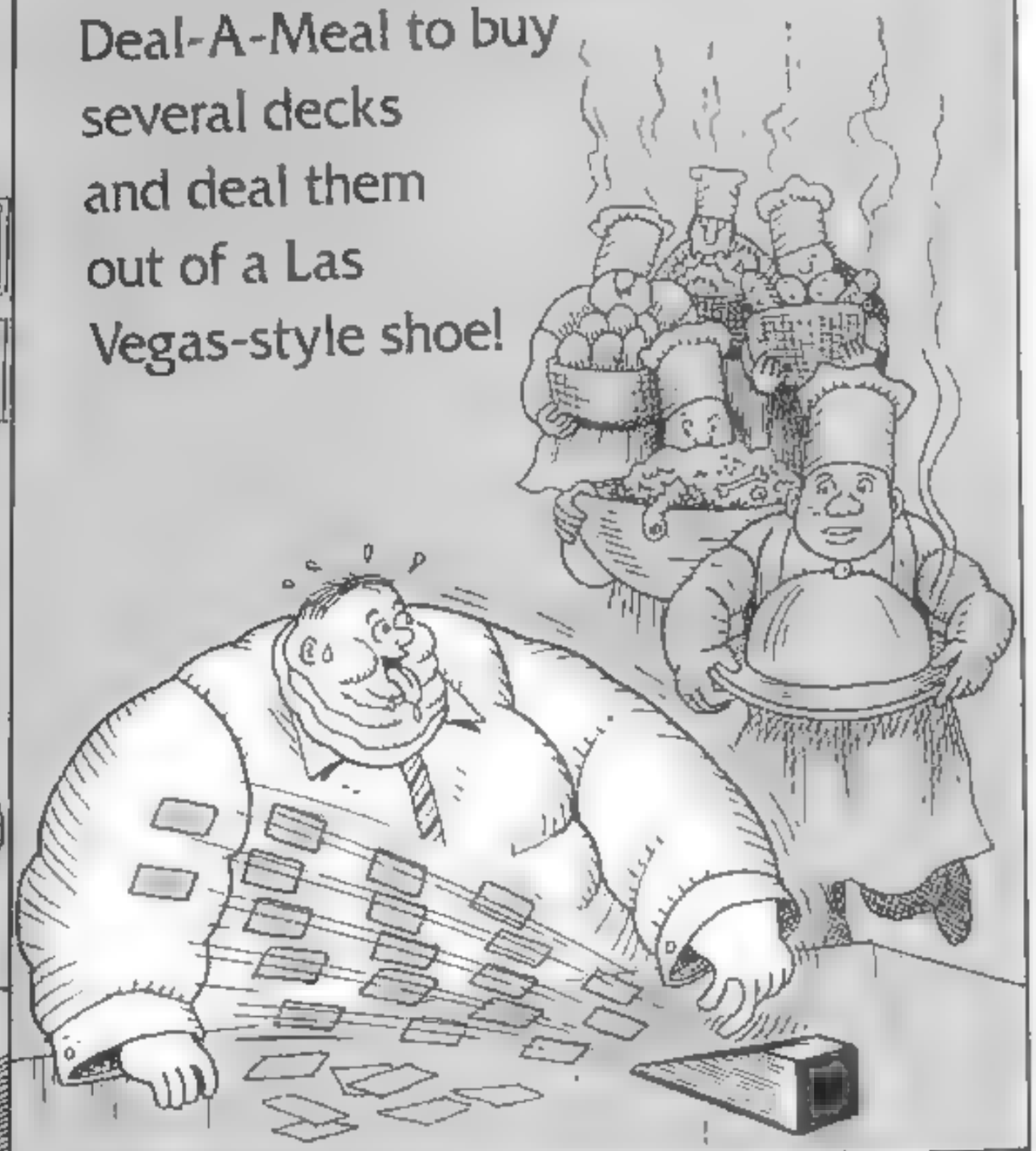


The truly thoughtful 1,000 lb. man checks his surroundings regularly before any pets or small children turn up missing!

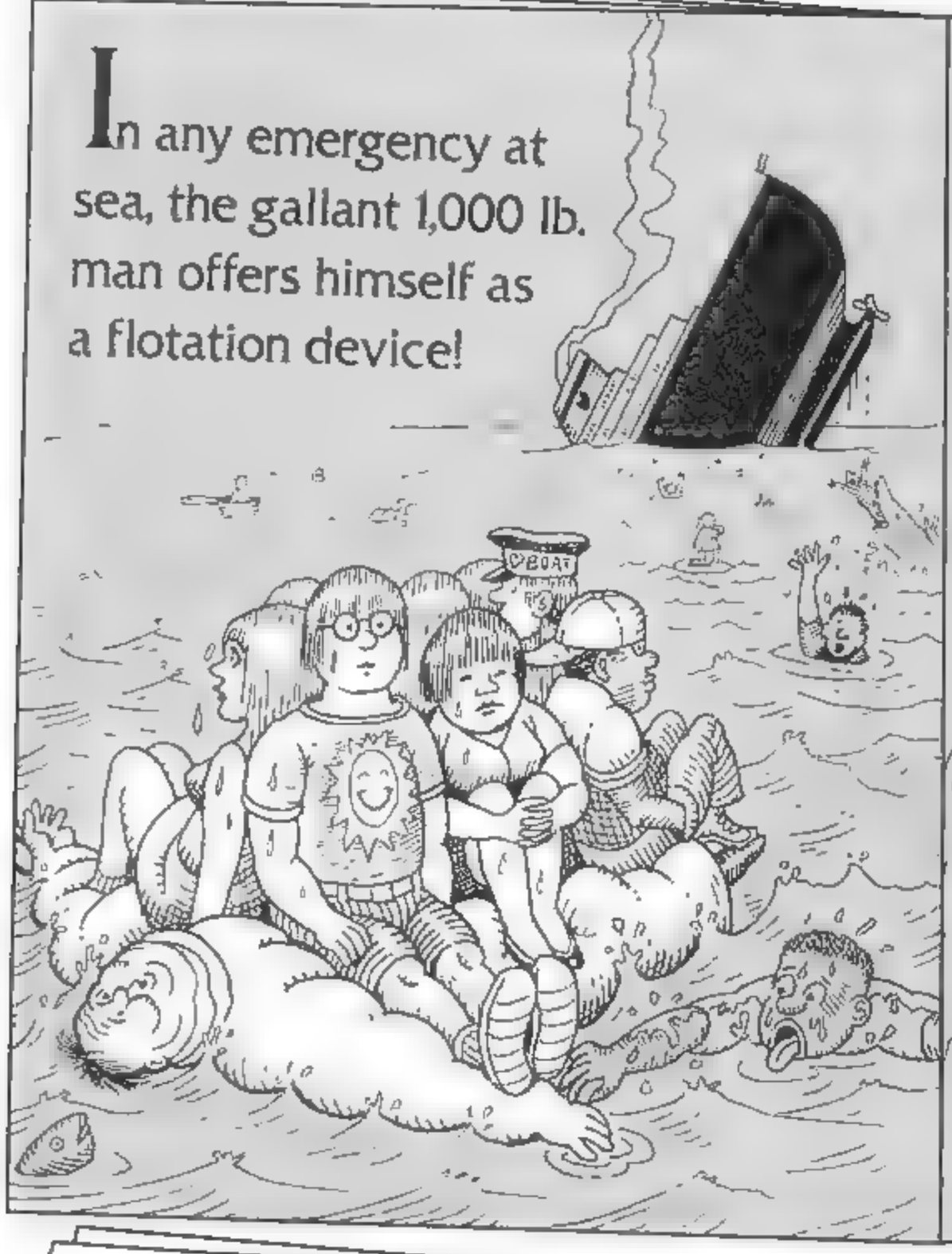
During physical exams, any directions you can offer the proctologist will usually be greatly appreciated!



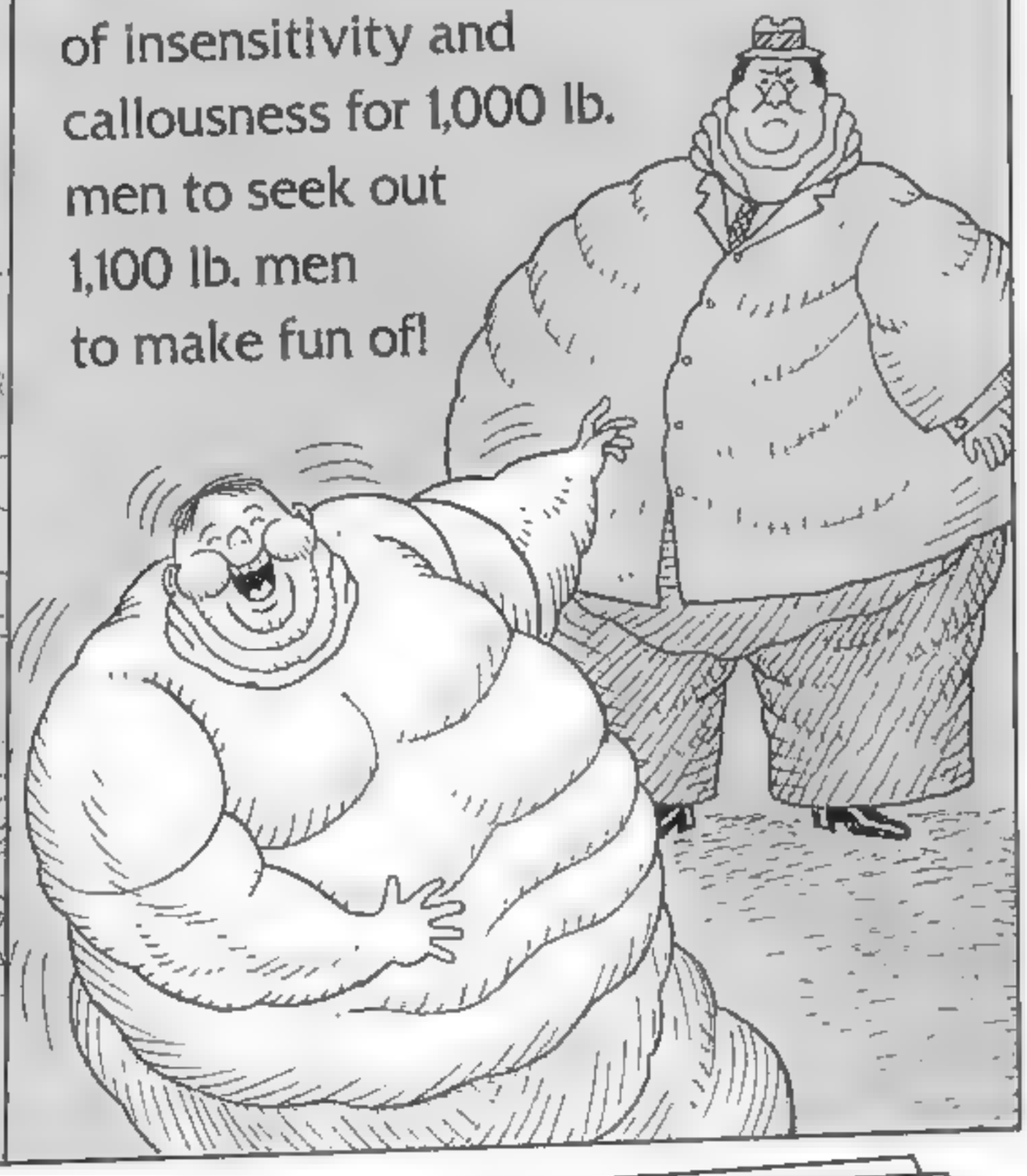
It defeats the purpose of Deal-A-Meal to buy several decks and deal them out of a Las Vegas-style shoe!



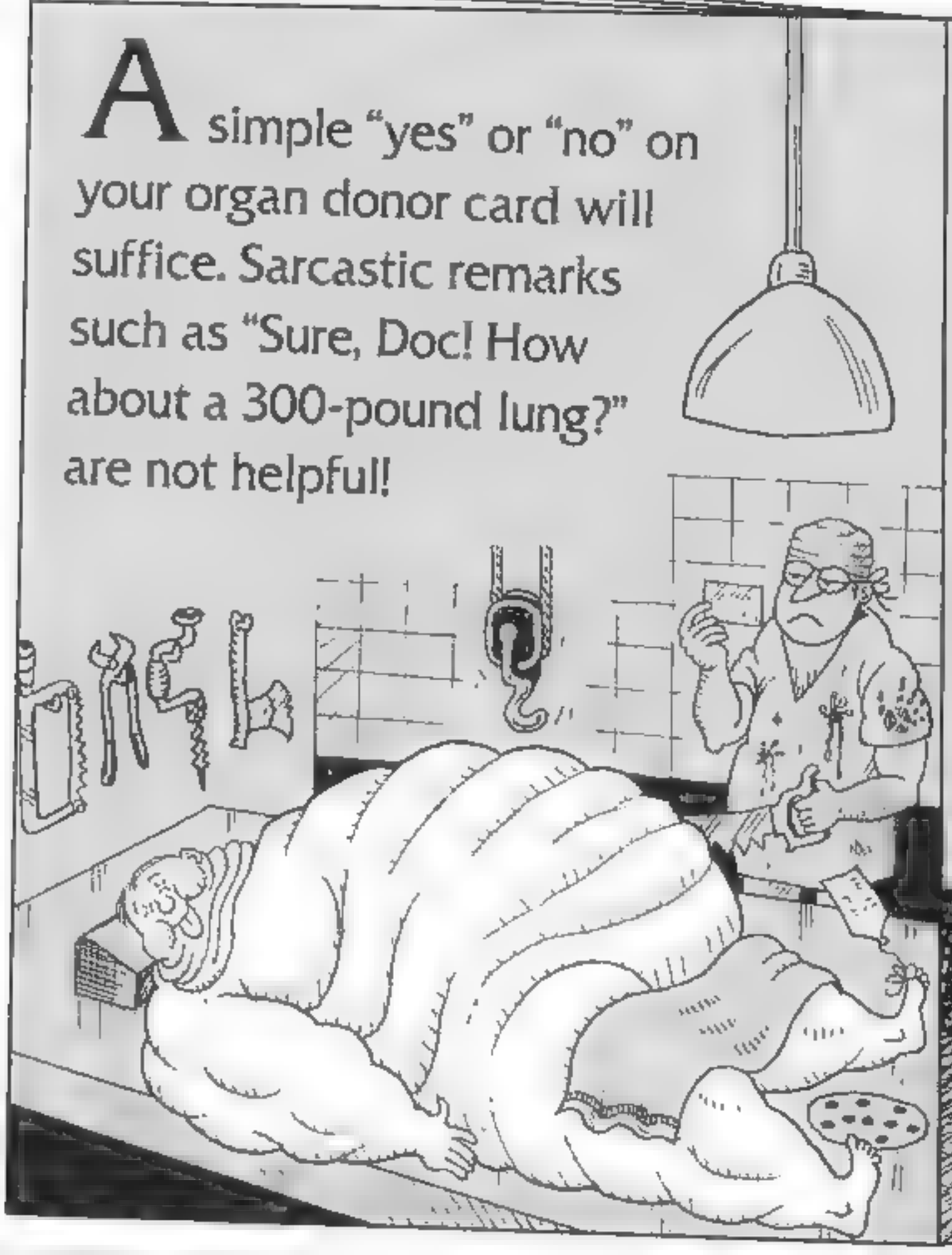
In any emergency at sea, the gallant 1,000 lb. man offers himself as a flotation device!



It is considered the height of insensitivity and callousness for 1,000 lb. men to seek out 1,100 lb. men to make fun of!

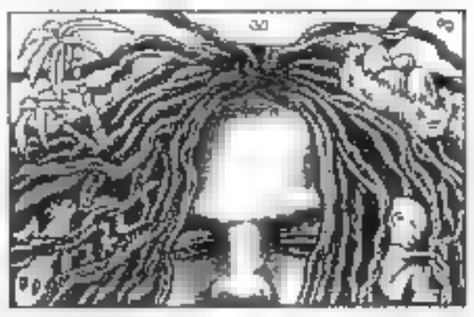


A simple "yes" or "no" on your organ donor card will suffice. Sarcastic remarks such as "Sure, Doc! How about a 300-pound lung?" are not helpful!



Even if you find this book offensive, it is bad form to weigh in heavily against the author!

The things growing in Lenny Kravitz's hair!



The waste storage facility at a liposuction clinic!

The number of times we've milked this lousy premise into three pages!

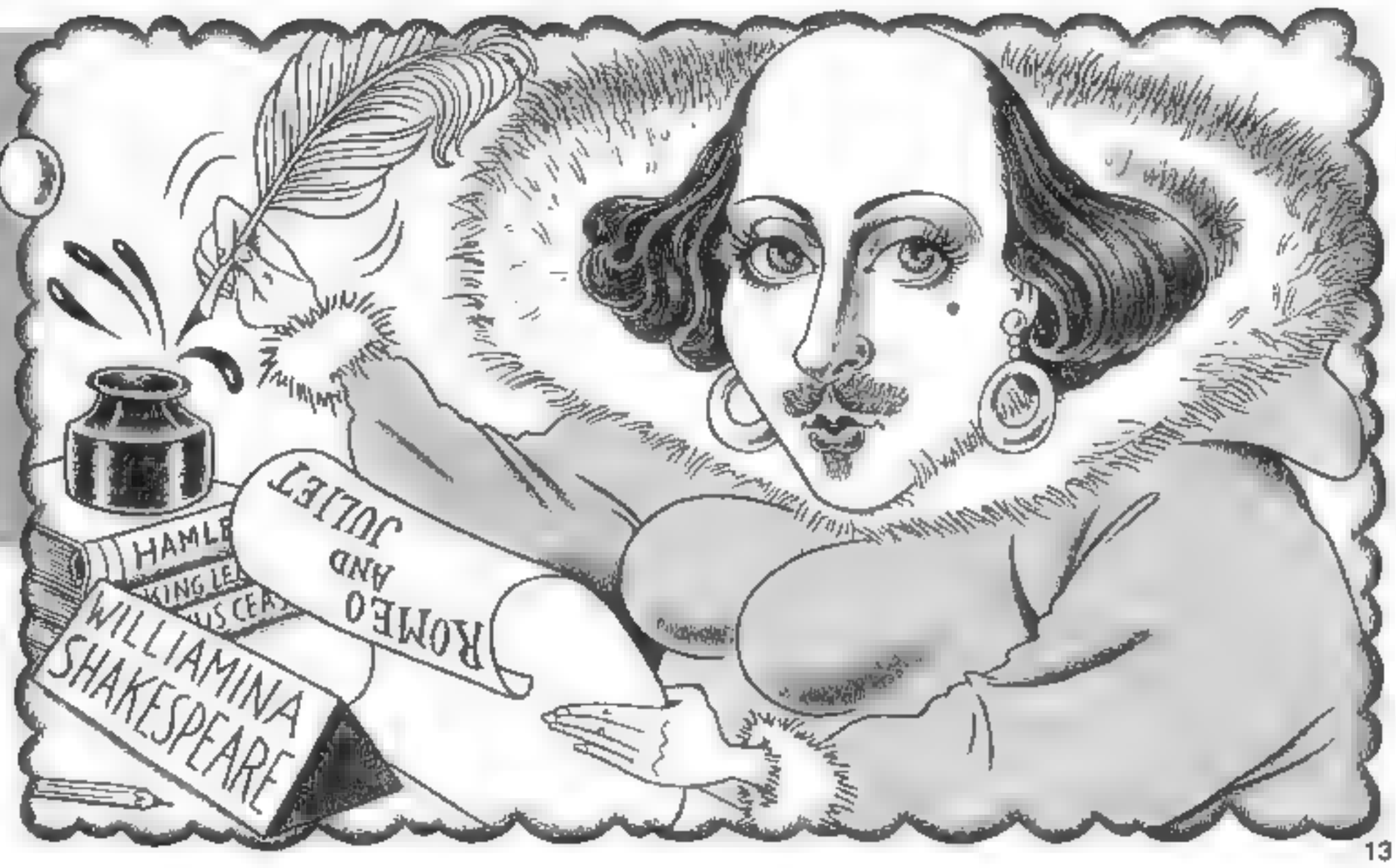
Each, in its own way, a terrifying notion! But if you think THOSE things make your flesh crawl and your face turn whiter than Richard Simmons' creamy inner thighs, wait until you read...

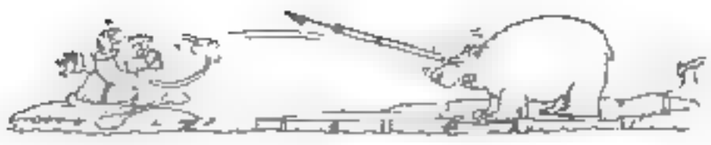
EVEN MORE CHILLING THOUGHTS

ARTIST: RICK TULKA WRITER: DESMOND DEVLIN

The type of person who would spend five hours downloading a nude photo of Teri Hatcher is exactly the type of person whose sex life would be completely destroyed by carpal tunnel syndrome.

Thanks to political correctness, if Shakespeare were writing today he'd have to disguise himself as a lesbian Eskimo just to make it onto most college reading lists.





There are circus groupies who beg the clowns they seduce to "please, please, leave the makeup on."

Dial both numbers at the same time, and the mattress will probably arrive at your house before the ambulance.

To make sure your inflatable love woman is totally safe for use, it must have been, uh, tested at the factory.

After receiving your college diploma, it will take you 53,808 hours of working at Burger King to pay off your student loan.

The scientist who developed the artificial heart for all mankind won't make nearly as much this year as Howard Stern's flunky monkey, Baba-Booey.

If our schools allow a moment of prayer, silent reflection, or whatever you want to call it, American kids will fall another minute further behind the Japanese each day.

Right now, a Broadway producer is *thisclose* to greenlighting "Unabomber: the Musical."

37% of all Americans know how to perform the Heimlich Maneuver. 94% of them know how to perform the Macarena.

If Elvis is any indication, it's only a matter of weeks before the first wave of Kurt Cobain impersonators hits the Vegas nightclub circuit.

Marrying Michael Jackson is only seventh on the list of the most unstable things ever done by a Presley.

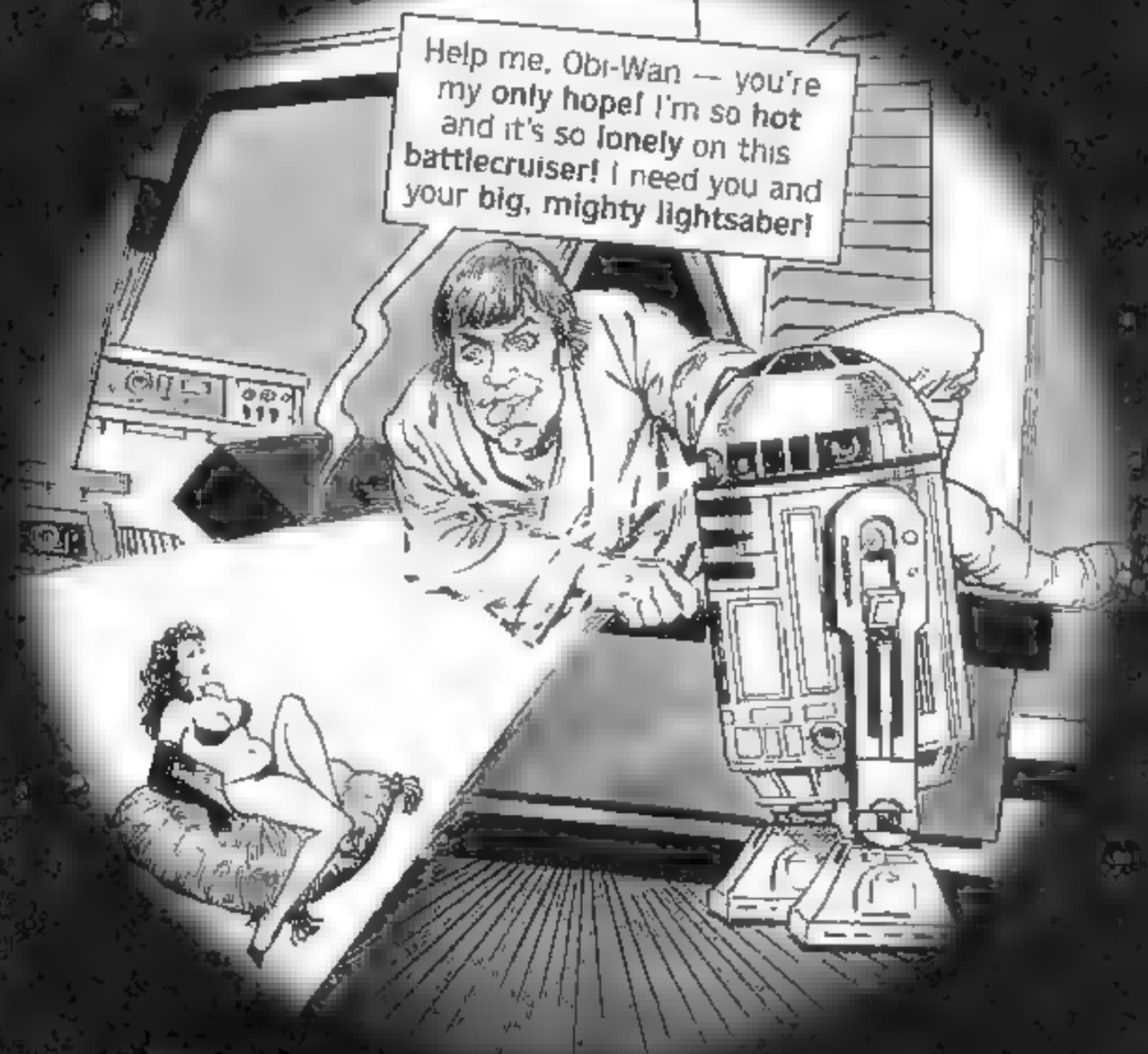
With John Wayne Gacy paintings and Charles Manson CDs doing brisk business, every no-talent hack in the country may decide that mass murder is the perfect artistic career move.

There's no money in the federal budget for keeping translucent sludge out of our rivers, but there's just enough to help fund Indiana's Dan Quayle Center and Museum.

TRYING TO RECAPTURE THAT OLD INDUSTRIAL LIGHT AND MAGIC DEPT.

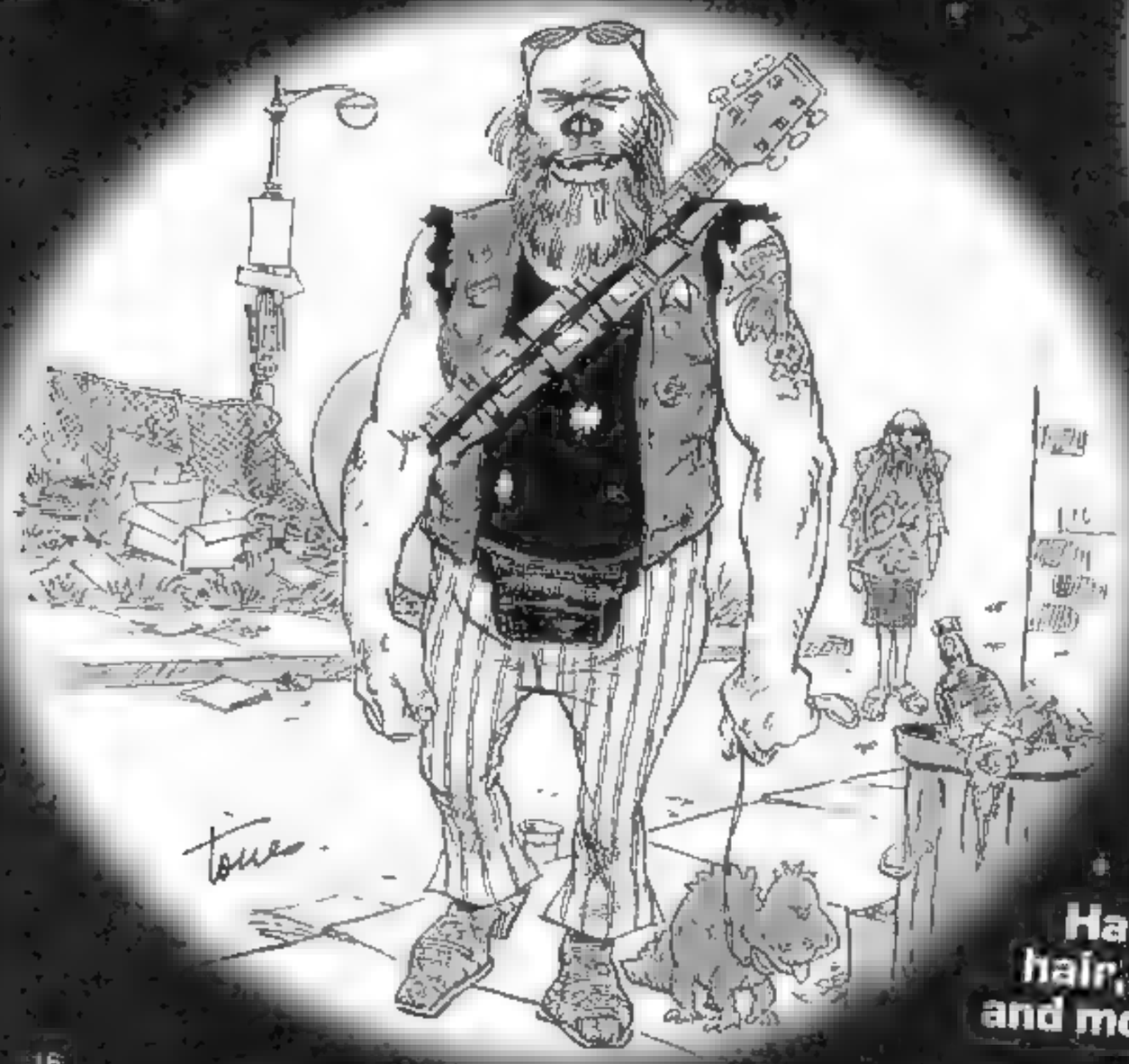
Next spring, George Lucas is releasing a version of his Star Wars trilogy that boasts computer-enhanced graphics, digitally re-mastered sound and never-before-seen clips from all three movies! In other words, he's going to make the lightsabers orange instead of red, turn up the bass on the soundtrack and add three minutes of scenes that should have stayed on the cutting room floor! Too bad, because Lucas had a golden opportunity to make the Star Wars trilogy much more au courant! Instead of sitting at his ranch counting up the profits from action figure sales, maybe our buddy George could have taken our suggestions for...

UPDATING STAR WARS FOR THE FUTURE


Help me, Obi-Wan — you're my only hope! I'm so hot and it's so lonely on this battlecruiser! I need you and your big, mighty lightsaber!

Have Luke Skywalker use R2-D2 to gain access to cyber-porn!

Instead of "May the Force Be With You," change the *Star Wars* slogan to something a little more contemporary!



Have Chewbacca shave his body hair, get a tattoo, pierce his nose and move to the East Village!

ARTIST: ANGELO TORRES
WRITER: LARRY SUTTER

Have the whole gang hang out in a galactic coffee shop, and give them all haircuts like the cast of *Friends!*

Have Princess Leia perform a lap dance on Jabba the Hutt — assuming she can find his lap!

Bring out The Gimp!

Have Lando Calrissian and Han Solo face some *Pulp Fiction*-style torture!

Heh-heh! Ass wipe you are!

Turn Yoda into a foul-mouthed couch potato who calls everyone "asswipe" and "butt-munch"!

I CAN'T BREATHE!!

THANK YOU,

STOPPA-DA-SNEEZIN'® !

STOPPA-DA-SNEEZIN'® WHAT IT DOES

- ***Stoppa-Da-Sneezin'***® stops wheezing, coughing, snoring, crying, chafing, itching, burning, scratching, and, in some cases, breathing. It has not proven to be an effective remedy for sneezing.

- ***Stoppa-Da-Sneezin'***® should not be used to treat ACUTE symptoms. It is mildly effective on very mild symptoms, and 100% effective on no symptoms.

- **Success Rate:** More than 90% of the 2% that survived till the end of the controlled clinical study reported that they experienced something.

- 42 patients were given ***Stoppa-Da-Sneezin'***® and 42 patients were given a placebo. Some felt better and some didn't. Tests would have been more conclusive if we had kept track of who got the real pills and who got the placebo.

STOPPA-DA-SNEEZIN'®: *WHAT YOU NEED TO KNOW*

Before use: Check with your doctor and your pharmacist. Also, your pharmacist's doctor and your doctor's pharmacist. Boy, you'll be busy!

24-Hour Relief: Should occur over a 30-day period, averaging about 49 minutes of relief a day.

Drug Use and Dependence: There is no indication that ***Stoppa-Da-Sneezin'®*** is addictive or habit forming. Scientists in our marketing department are now working to try to correct that.

Stoppa-Da-Sneezin'® is not a substitute for other drugs. It IS however a substitute for MOP & GLO, Heavy Duty Lysol, WD-40 and Lo-Cal Cool Whip Topping.

This product is available ONLY by prescription. However some unscrupulous pharmacies have been known to sell it under the counter. For a list of unscrupulous pharmacies, please contact us.

STOPPA-DA-SNEEZIN'®: *IS IT RIGHT FOR YOU?*

Ask your doctor. If your doctor recommends ***Stoppa-Da-Sneezin'®***, begin immediately. If your doctor does not recommend our product, tell him to call our Doctor's Gift Incentive Program immediately.

This drug has been approved by the FDA (Fiendish Drug Administration).

Are there any side effects?

There are no known side effects, but your entire body may become numb, hot, cold, lukewarm and insensitive to pain. If you are able to drive nails into a cement wall with your forehead and not feel a stinging sensation, you might consider reducing the number of pills you're taking. **Body Shrinkage:** Fingernails and toenails may shrink and fall off. At the very least, they will become soft and may melt. Wear cheap socks while taking this drug. **Impairment of Fertility:** Studies with laboratory mice indicate no reduced sexual drive, therefore the patient should not experience any adverse reaction if he/she is sexually attracted to laboratory mice. **Adverse Reactions:** Nasal burning, bruising, irritation, redness, soreness, infection, and, in very few cases (less than 71%), complete blockage of oxygen to the brain. **Cardiovascular:** May cause heart to slow down, speed up, stop, reverse direction, palpitate, skip or relocate. In rare cases, heart will start to operate as a second liver. **Vision:** Blurry vision, watery eyes, conjunctivitis, peripheral edema and glaucoma can occur. If you experience temporary blindness while driving, pull over to the side of the road for a few minutes. If blindness persists, re-read product dosage instructions carefully. **Nervous System:** Paresthesia, confusion, hyperkinesia, hypertonia, vertigo and the desire to burrow underground and live in a hole are other possible side effects. Also Axolotl may occur. **Gastrointestinal:** Hysopedsia, abdominal pain, diarrhea, flatulence, constipation, vomiting, ulcerative stomatitis, aggravated tooth caries, gastritis, rectal hemorrhaging, hemorrhoids and melanoma may occur in "cry baby type" patients. **Hair:** May turn gray, curl, loosen, fall out, move, thicken, thin, recede or start growing on the inside of the scalp. Hair growing on the inside is not particularly harmful, but it will make shaving and haircuts slightly more difficult. **RHINITIS** and **IDIOPATHIC URTICARIA** can occur, but only people who know what these words mean need be concerned. **Blood Pressure:** This drug should not be taken by patients with high blood pressure or low blood pressure. Or normal blood pressure. There are no adverse effects for people with no blood pressure. **Dosage:** Two pills every four hours. If symptoms persist, try four pills every two hours. Don't take more than 48 pills in 181 hours 20 minutes, or at one time, unless of course ***Stoppa-Da-Sneezin'®*** is near the end of its shelf life and you have to use it up quickly. **Interaction with Food and Other Drugs:** For best results we recommend you do not eat 24 hours before, or 24 hours after taking **Stoppa-Da-Sneezin'®**. If you are taking other drugs, triple the recommended dosage of ***Stoppa-Da-Sneezin'®*** so your body knows it's in there! **Explosion Hazard:** While recommended dosages are nonvolatile (in general), excessive use in a confined area near an open flame can result in a small explosion, estimated to be less than the equivalent of five sticks of dynamite, or 200 cherry bombs.

This is a brief copy of the side effects. For a copy of ALL the side effects, call 1-800-212-ACHOO and ask for publication SDS-a7, volumes 1 through 26.

STOPPA-DA-SNEEZIN'®

PHOTO: IRVING SCHILD WRITER: DICK DEBARTOLO

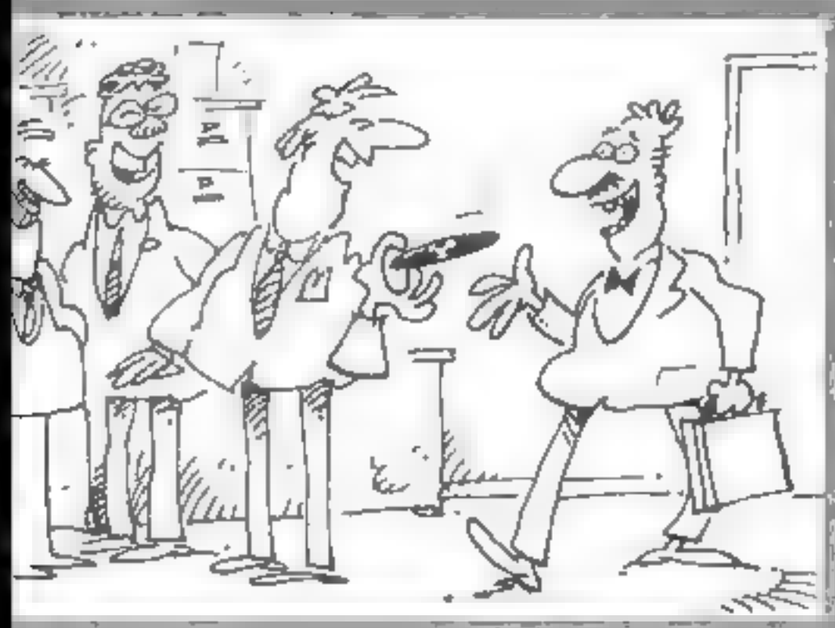
A WAD LOOK AT

ARTIST AND WRITER SERGIO ARAGONES

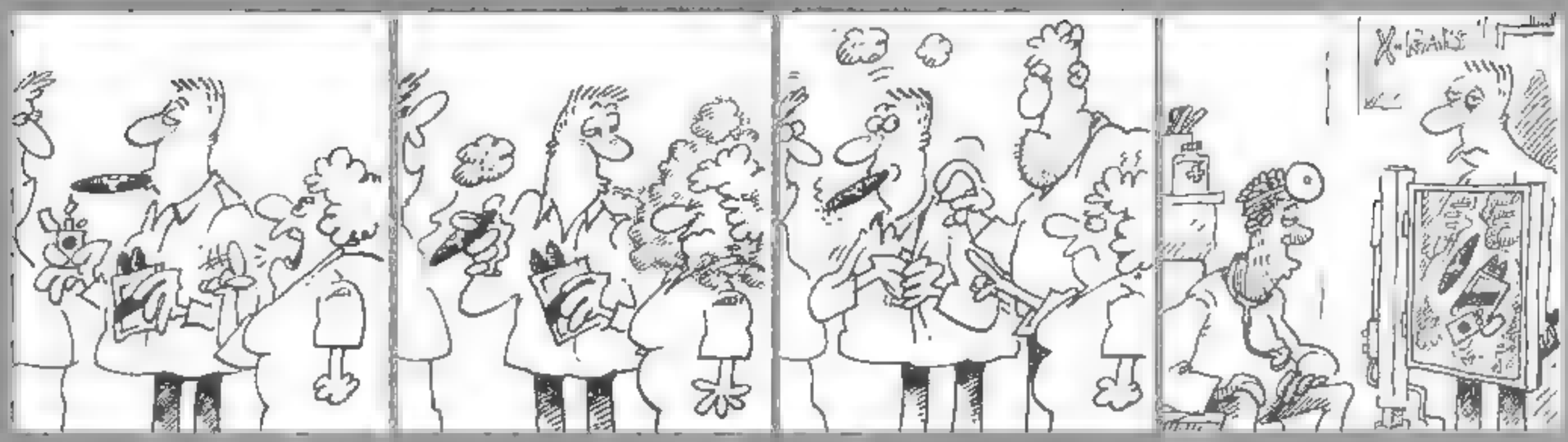
CIGAR SMOKING

MATERN.

ROYAL CACAS



TAXI



CIGAR

MOTEL

LE
CLUB

ARAGUES

MAY THE FORCE BEAT WITH YOU DEPT.

Hola, los readers! I'm Señor George Lucas, creator of the legendary *Star Wars* movies! This year is the trilogy's 20th anniversary, and I'm cashing in el big-time-o by introducing Luke and the gang to a whole new generation of los gullible fans! And what better way to do it than to ride on the jalapeno-hot coattails of the most popular dance since The Lambada (the forbidden dance of love)! So, grab hold of your lightsaber and feel the Force, as we sing the...

Obi-Wan Kenobi, he get by
on Jedi pension!
He now suffer from arthritis –
constipation not to mention!
Try to use El Force-o, brain
all dried up like adobe!
HEY, BEN KENOBI!

Flyboy is Han Solo, hot to
jump on Princess Leia!
But Leia, she play hardball,
never give him time of day-a!
Han no give a damn – soon
Indy Jones his primo role-o!
HEY, FLYBOY SOLO!

Dark Side turn Darth Vader
into deep-space Dr. Death-o!
He turn off Rebels plenty
with his wheezy morning breath-o!
Whole planets he wipe out –
no one to stop him like Ralph Nader!
HEY, EL LORD VADER!

Wookie El Chewbacca show off
shaggy Bigfoot torso!
He member of El Hair Club —
La Rogaine he now endorso!
Han Solo, he comprende
— Wookie lingo mucho screwy!
HEY, SEÑOR CHEWY!

Bimbo Princess Leia she play
hard to get, by golly!
When she strip down to her skivvies,
she one very hot tamale!
Mucho kicks she gets when men
they bow down, and obey-a!
HEY, PRINCESS LEIA!

I THINK WE'RE DOING THE LAMBADA.

STAR WARS ACARENA

Jedi maestro Yoda he
no bigger than a taco!
Come across like drop-out Muppet –
ears he steal from Mr. Spock-o!
Lives on distant planet –
no one sure of his Zip Code-a!
HEY, MAESTRO YODA!

Luke-o all shook up when
learn Darth Vader is his padre!
Find out Leia she his sister –
hope that Jabba not his madre!
Mucho stupefied like gringo
bombed out on Sambucco!
HEY, SEÑOR LUKE-O!

Robot Artoo-Deetoo he
computer mucho grande!
So smart that even
Windows 95 he understande!
Glad to show you cyber-porn
once price you both agree to!
HEY, ARTOO-DEETO!

Jabba fat like Limbaugh –
grande glutton roly-poly!
He pig out on compadres –
make them instant guacamole!
Soon el groundo shake-o
with a belcho funoso!
HEY, JABBA GROSSO!

Gabby droid See-Threepio
he big pain in el but-to!
All the time he fuss and worry –
his big mouth he never shut-o!
Other droids they think
a closet gay he just might be-o!
HEY, SEE-THREEPIO!

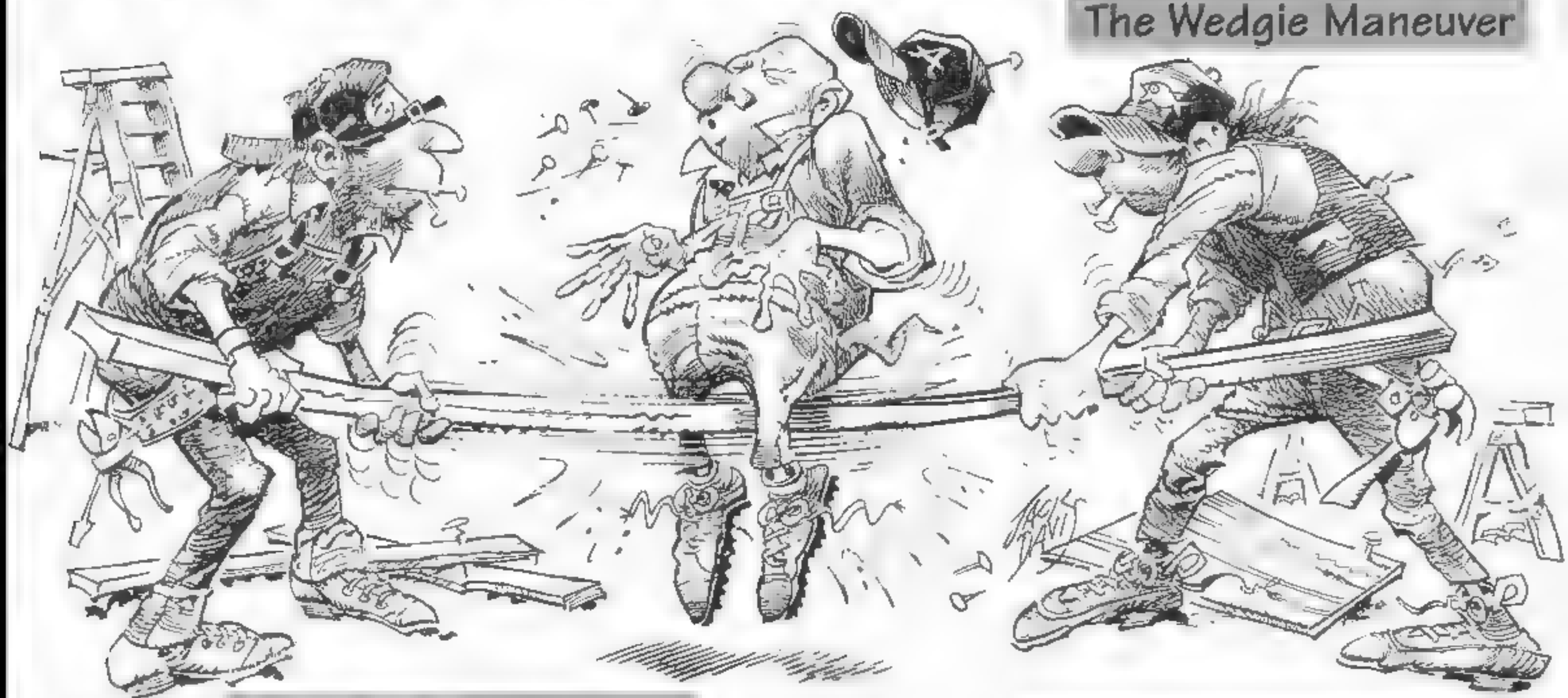
Viva Star Wars *movies and*
el megabucks they gross-o!
Viva merchandising!
Viva profits tremendoso!
Viva dolls and comic books
and T-shirts we supplying!
HEY, KEEP ON BUYING!

ARTIST: MORT DRUCKER WRITER: FRANK JACOBS

Whenever you hear the words "choke artist," who comes to mind first? 1986 World Series goat Bill Buckner? Well, yeah, but we didn't mean that kind of choke! The Boston Strangler? Um...closer — sick, but closer! Henry Jay Heimlich, inventor of the Heimlich Maneuver? Bingo! But while Mr. Heimlich's creation has meant that we can enjoy a tasty dish of chicken bones and gristle without fear, there are a lot of ugly, fat, sweaty choking people out there who we don't want to wrap our arms around and thrust! That's why we've come up with these...

ALTERNATIVES TO THE HEIMLICH MANEUVER

The Wedgie Maneuver



The Roadkill Maneuver

The Hoover Maneuver

ARTIST: JACK DAVIS WRITER: TOM CHENEY

The Dirty Harry Maneuver

The Madonna Maneuver

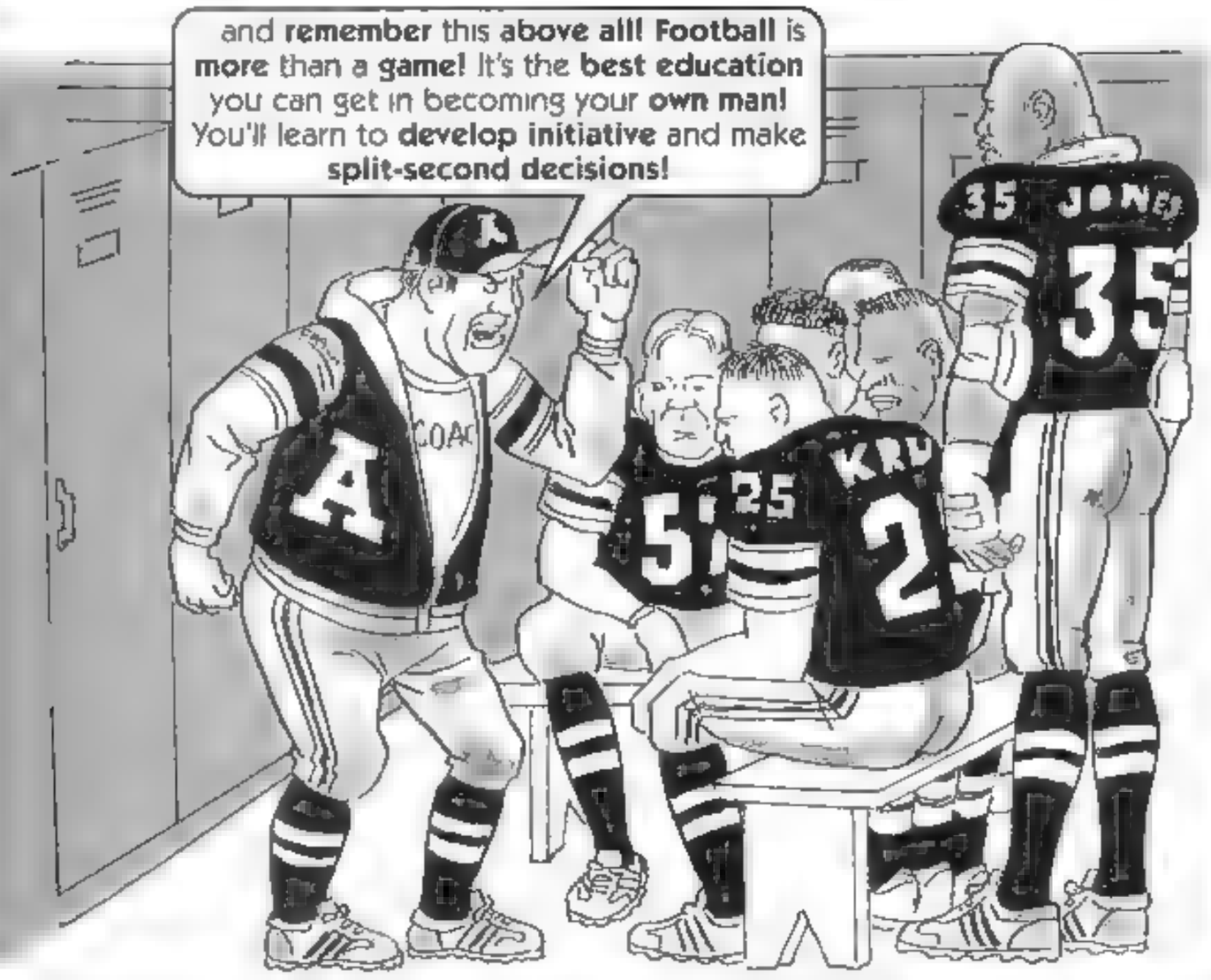
The Wrestlemania Maneuver

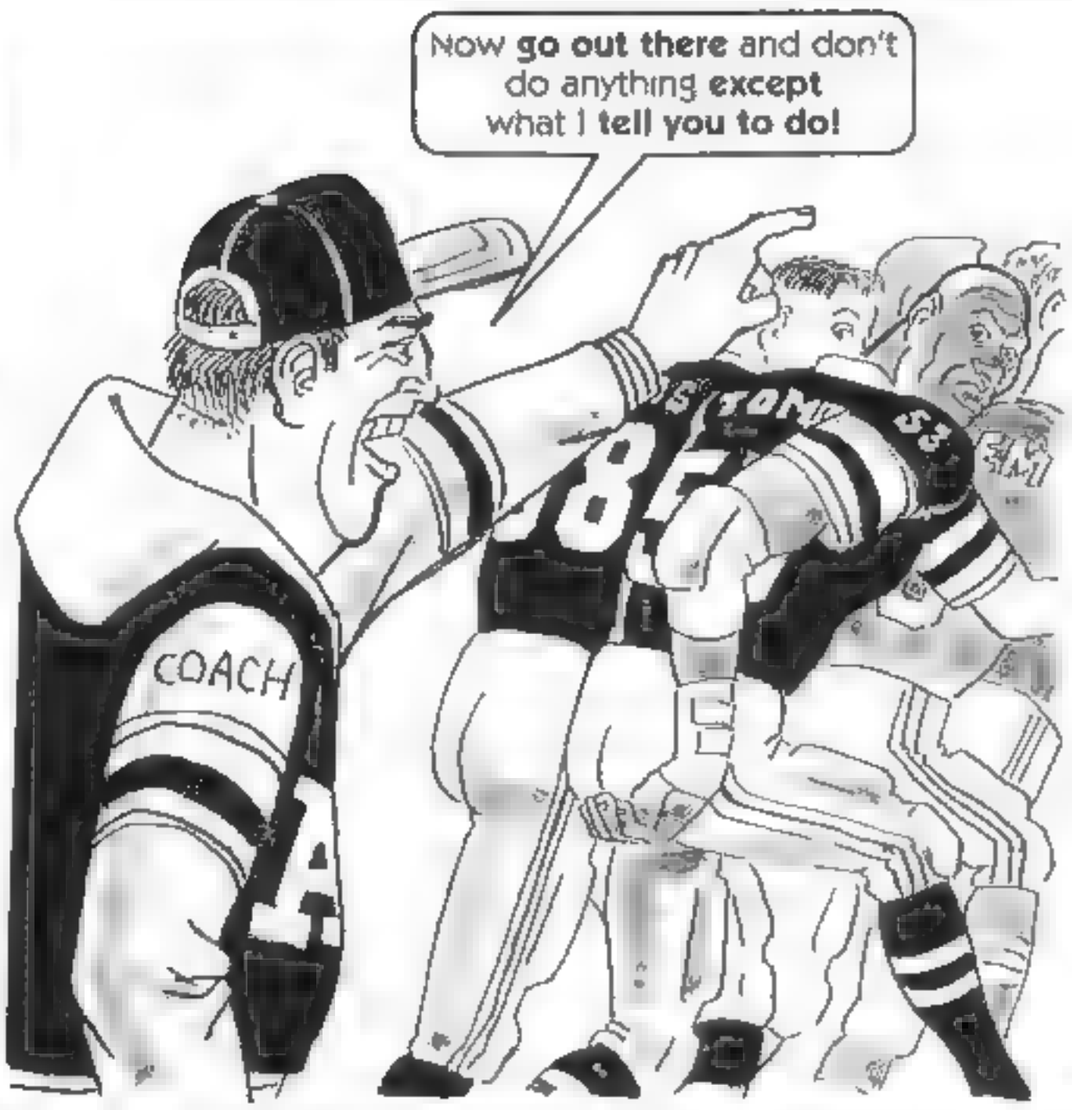
The Koufax Maneuver

The Wagner Maneuver

The Curly Maneuver

LEADERSHIP


and **remember** this **above all! Football** is **more** than a **game!** It's the **best education** you can get in becoming your **own man!** You'll learn to **develop initiative** and make **split-second decisions!**
35 JONES
35
COACH
A



BEING A EYE VIEW DEPT.

THE LIGHTE

SERVICE

You **creeps** are **my problem!** Here I am trying to make a **good impression** on this **bimbo** and you **brainless wonders** are **spoiling everything!**

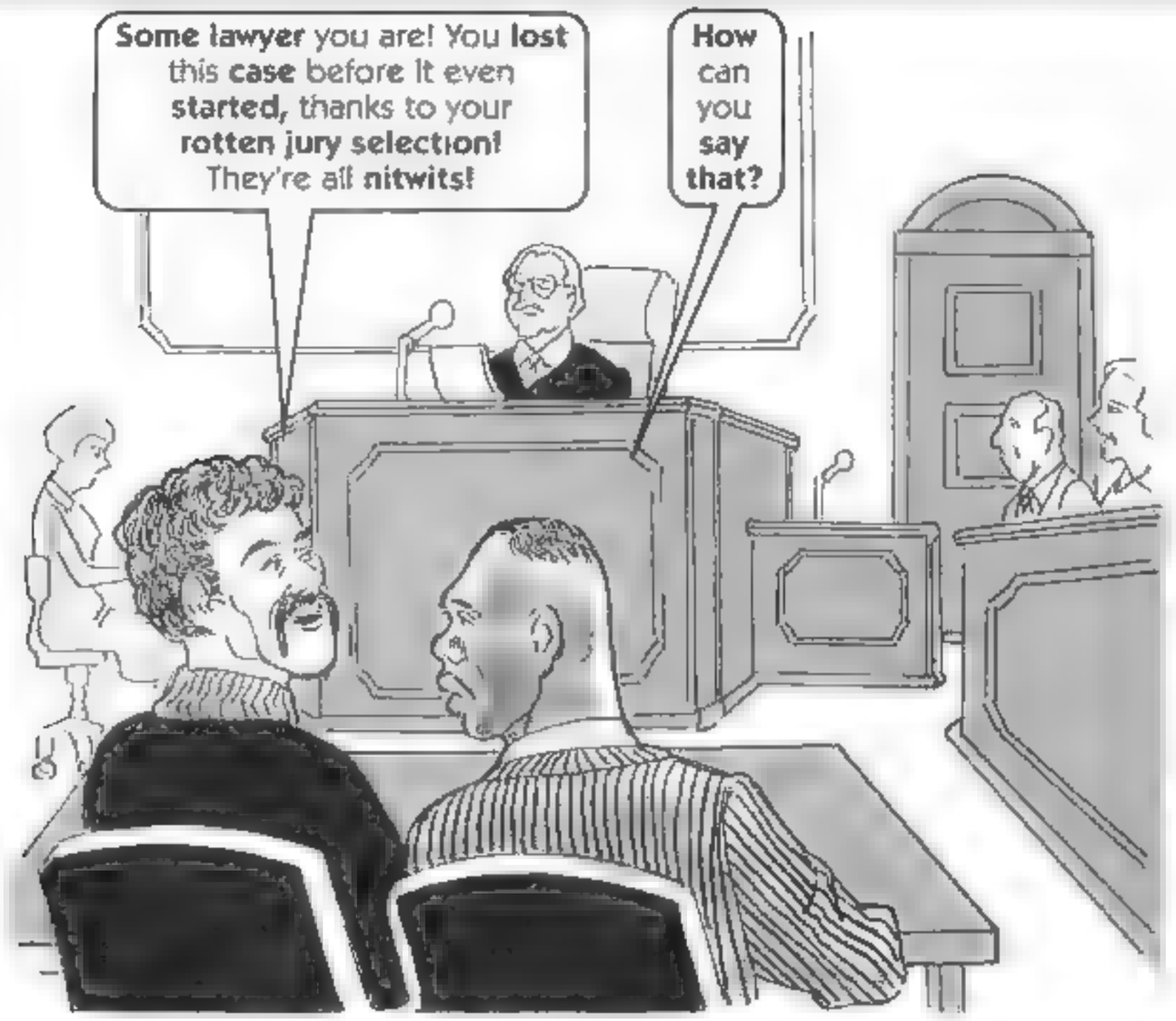
MODERN POETRY

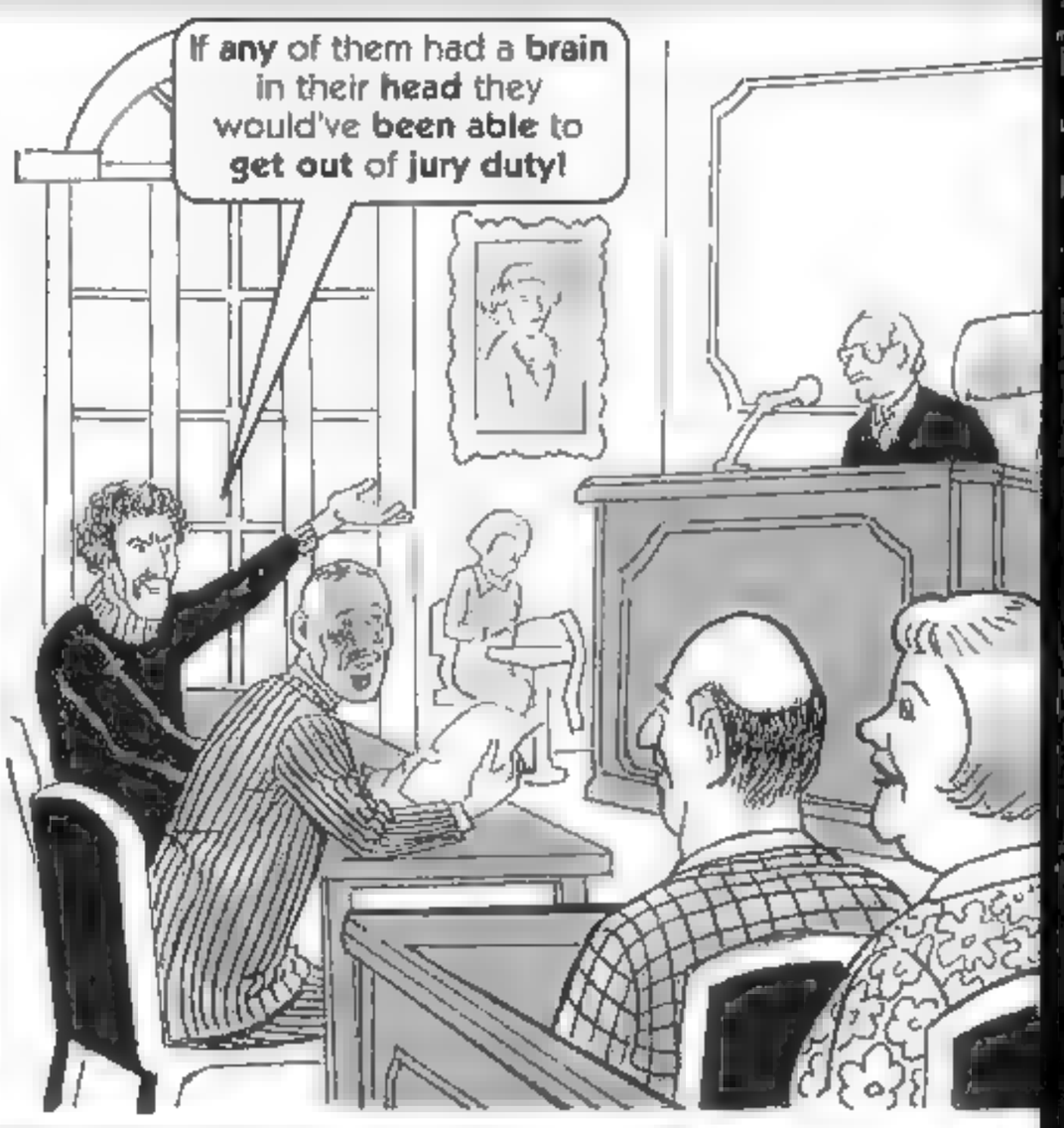
What was **that** you were **saying** to the **baby,** Rachelle?
Oh, you know, the **"This Little Piggy"** thing! Only a **little updated...**
This **little piggy** goes to the **price club** because the **market prices** are **too high...**
This **little piggy stayed home** to avoid the **bullets** flying around the **neighborhood...**
This **little piggy** stopped eating **roast beef** and other **artery-clogging red meat...**
This **little piggy** eats mostly **vegetables, fruit, grains** and **low-fat food...**
And this **little piggy** ran all the way **home** to **avoid** the **street gangs, drug pushers,** and all the other **slimy scuzzballs!**

R SIDE OF...

ARTIST AND WRITER DAVE BERG

JUSTICE


Some lawyer you are! You **lost** this **case** before it even **started,** thanks to your **rotten jury selection!** They're all **nitwits!**
How can you **say that?**

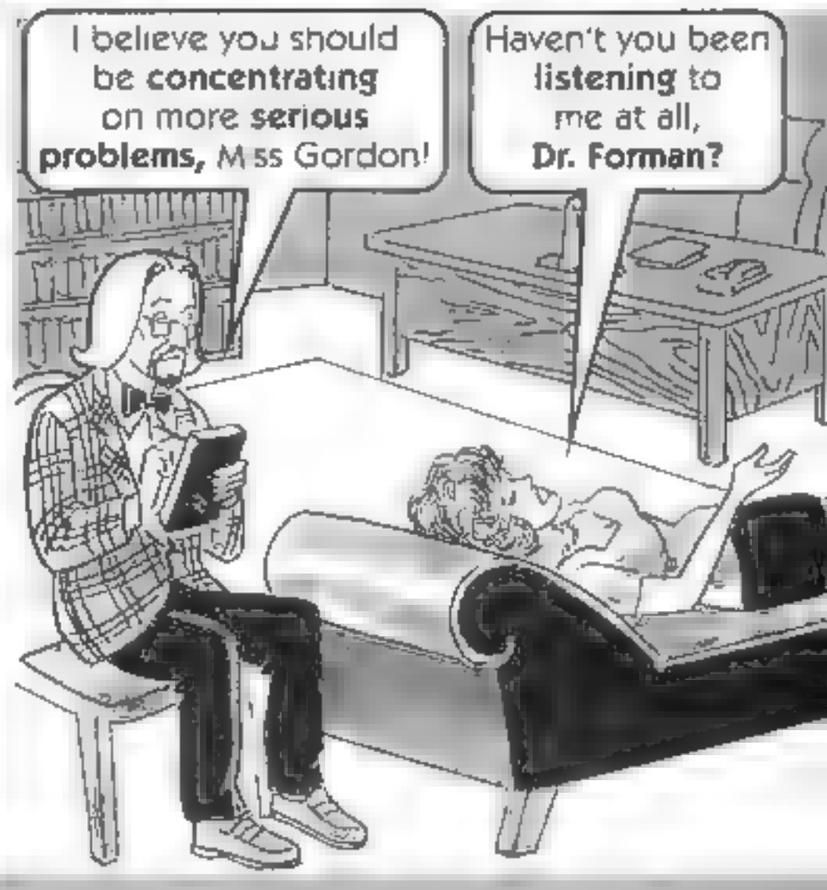


TECHNOLOGY

What's that on your set, **a cable box?** I don't believe it! **You?** What happened to all your **speeches** about "never paying a **penny extra** to see **crummy movies** and **stupid rock concerts**"?
I had to **give in!** It was the **only way** I could get a **baby sitter!**

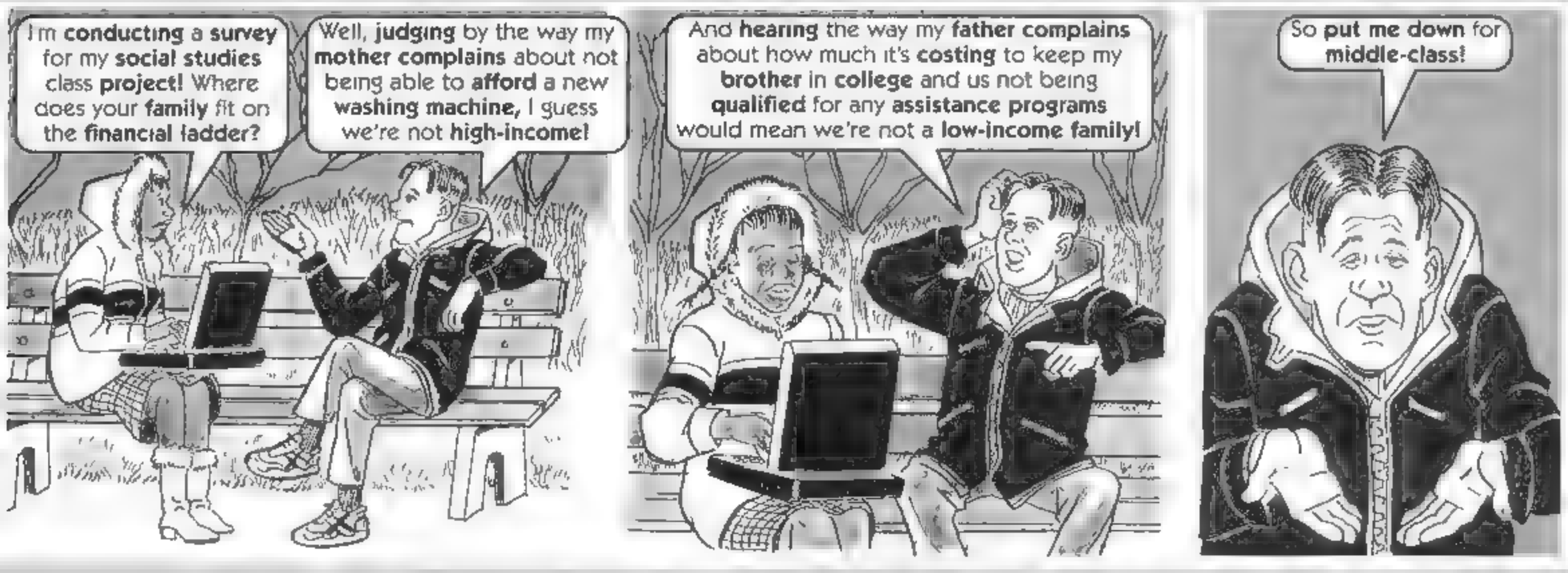
LONGEVITY

THERAPY


I believe you should be **concentrating** on more **serious problems,** Miss Gordon!
Haven't you been **listening** to me at all, **Dr. Forman?**

PRIVACY

ECONOMICS


I'm conducting a survey for my social studies class project! Where does your family fit on the financial ladder?
Well, judging by the way my mother complains about not being able to afford a new washing machine, I guess we're not high-income!
And hearing the way my father complains about how much it's costing to keep my brother in college and us not being qualified for any assistance programs would mean we're not a low-income family!
So put me down for middle-class!

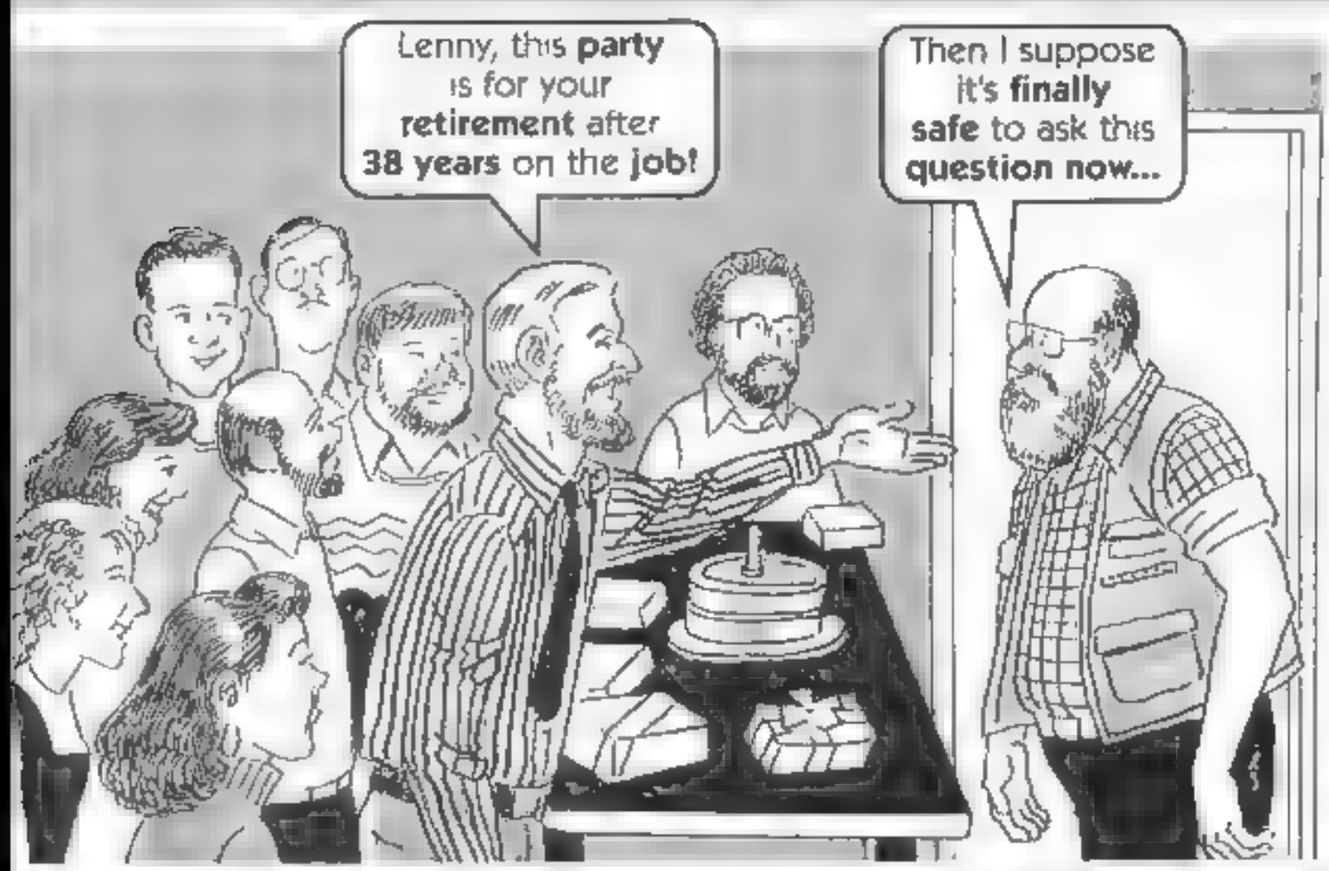
CONSIDERATION

What could be more serious than a bad hair day!?!
You sure stayed in the shower a long time! I hope this time you left some hot water for me!
Of course I did, Mitch!
You'll find it in a cup on the shelf next to the shampoo!

GUN LAWS

I tell you, this waiting period before they let you buy a gun is a pain in the butt!
They have to do it in order to check out whether or not the person who's buying it is the criminal type! So did you fill out an application?
GUNS
No way, pal! I stole it!

THE OFFICE



PLANNING

DOCTORS

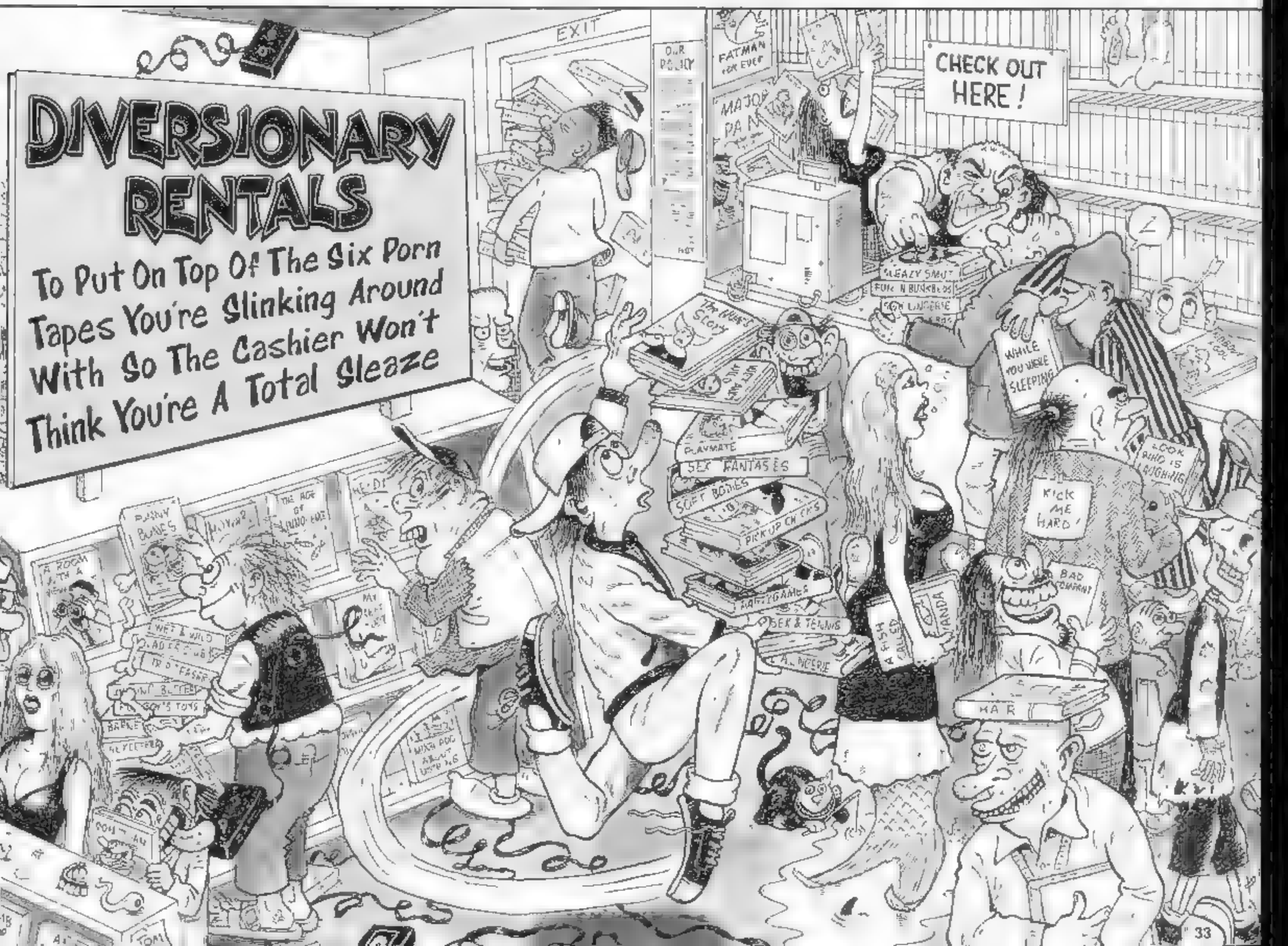
Well, Doctor? Have you **discovered** what's **wrong with me?**
Yes, Kaputnik! And I'm sorry to say there's **very little** I can do about it! Your **condition** is **hereditary!**
David Bera

BE KIND, REASSIGN DEPT.

Don't you hate when you walk into your video store and the movies are grouped into useless generic selections? By the stores' thinking, a classic like *The Silence of the Lambs* should be lumped in with the schlock like *Power Drill Maniacs*, under the all-encompassing category of "Horror"! Face it, video store shelves are organized about as well as the MAD offices — that is, not at all! The result: You pop your rental into the VCR and spend the night watching a lousy movie! You feel suckered! You feel duped! Dontcha wish video stores would find a way to tell you exactly what you're gonna get? Maybe one day, in a happier time, we'll have...

Tell-it-Like-It-Is VIDEO RENTAL CATEGORIES

ARTIST: TOM BUNK WRITER: RUSS COOPER



FAMOUS ACTRESSES
In Embarrassing Nude Performances Before They Became Famous In Films
ANGRY BLACK "IN THE HOOD" MOVIES
YOU WERE TOO INTIMIDATED TO ACTUALLY GO TO A THEATRE AND SEE
EXTREMELY-USED MOVIES FOR SALE
(At A Savings Of About 5 Bucks)
That Gunk Up Your VCR
(At A Cost Of About 200 Bucks)
SPECIAL DIRECTOR'S CUT MOVIES
With About 10 Seconds Of Dirty Stuff Added To Trick You Into Wasting Money On The Same Bomb Twice
HORROR
MUSICALS
LATE NIGHT VIDEO
HARD TO FIND VIDEO
COMEDY
SPECIAL

SCIENCE FICTION

SUSPENSE

WAR

WESTERN

FLICKS That You Will Later Find Out Are On TV For Free Tonight

NATIONAL GEOGRAPHIC Lemming Documentaries, Various NOVA Rejects And The 192-Part KEN BURNS Things You Didn't Watch On PBS For Free

ANIMATION

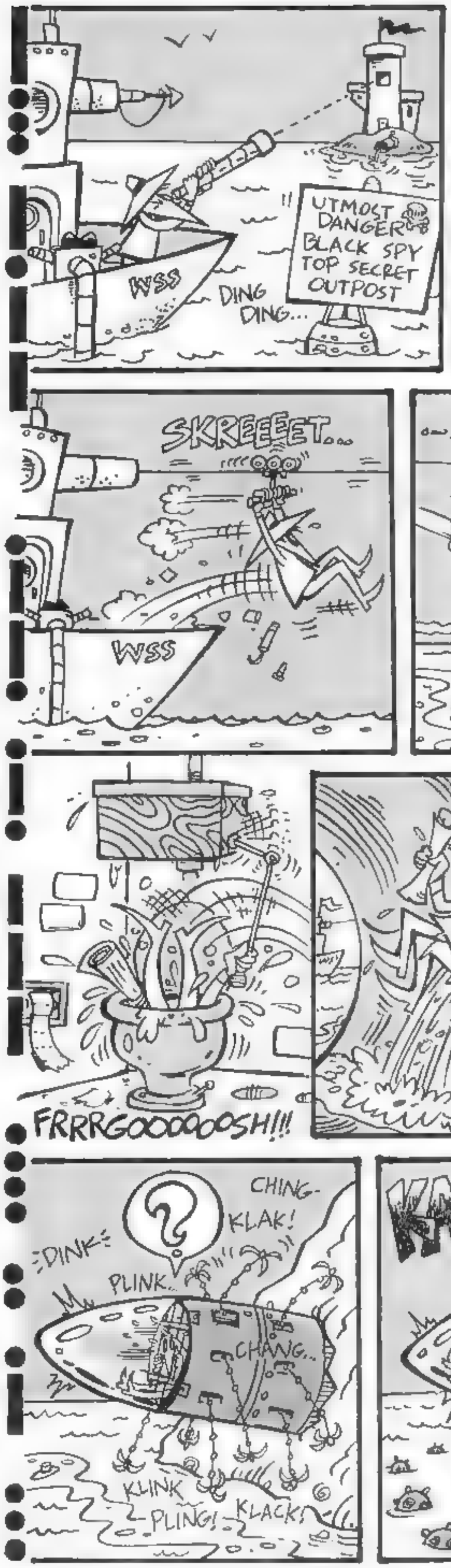
FITNESS

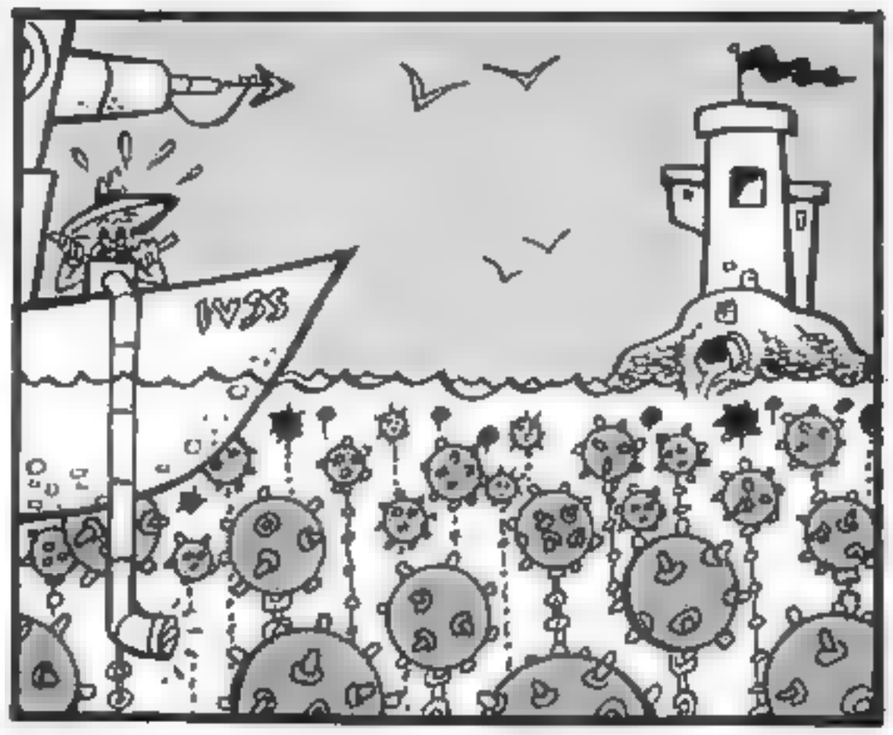
MOVIES
Made By People Who Were Funny When They Were On *SATURDAY NIGHT LIVE*, But Who Couldn't Carry A Full-Length Feature If Their Life Depended On It

CRAP YOU HAVE TO RENT
BECAUSE ALL THE GOOD STUFF IS TAKEN

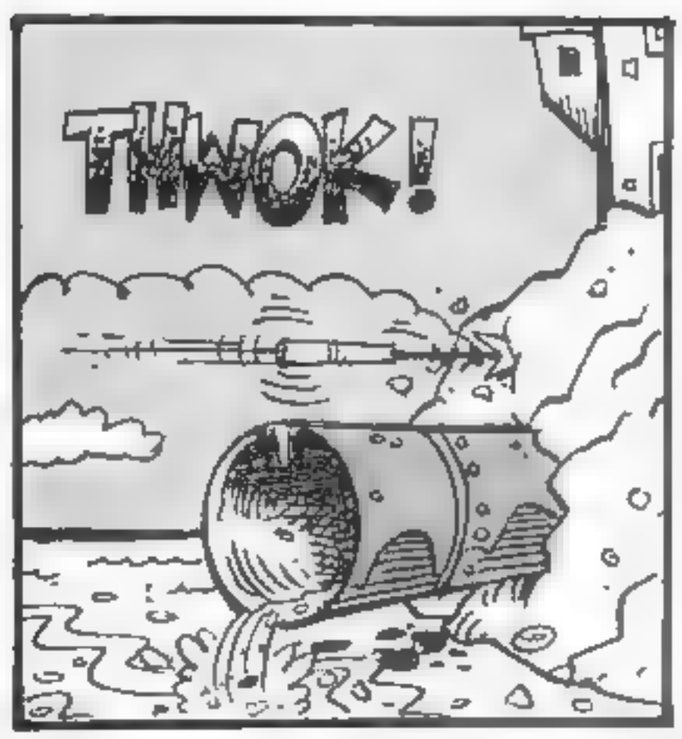
"EROTIC MYSTERY" VIDEOS
Where The Box Cover Art Is Twenty Times As Sexy As Anything In The Actual Movie

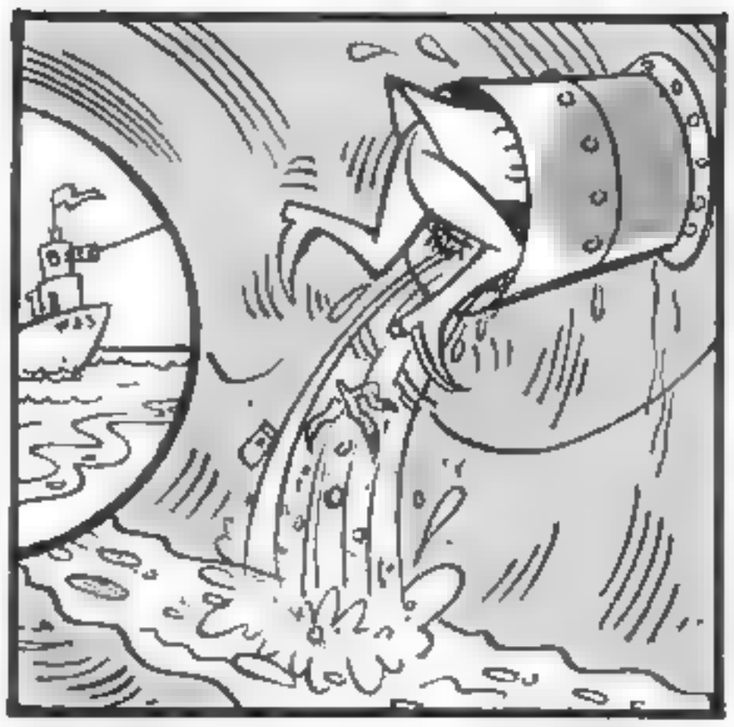
VS
BOOM!


WSS
DING DING...
UTMOST DANGER
BLACK SPY
TOP SECRET
OUTPOST
SKREEEEET...
WSS
FRRRGOOOOOOSH!!!
TOP SECRET PLANS
...SKREEEEEEE...
CRANK!
DINK
PLINK
?
CHING-
KLAK!
CHANG...
KLINK
PLING!
KLACK!
KA-WOOSH!

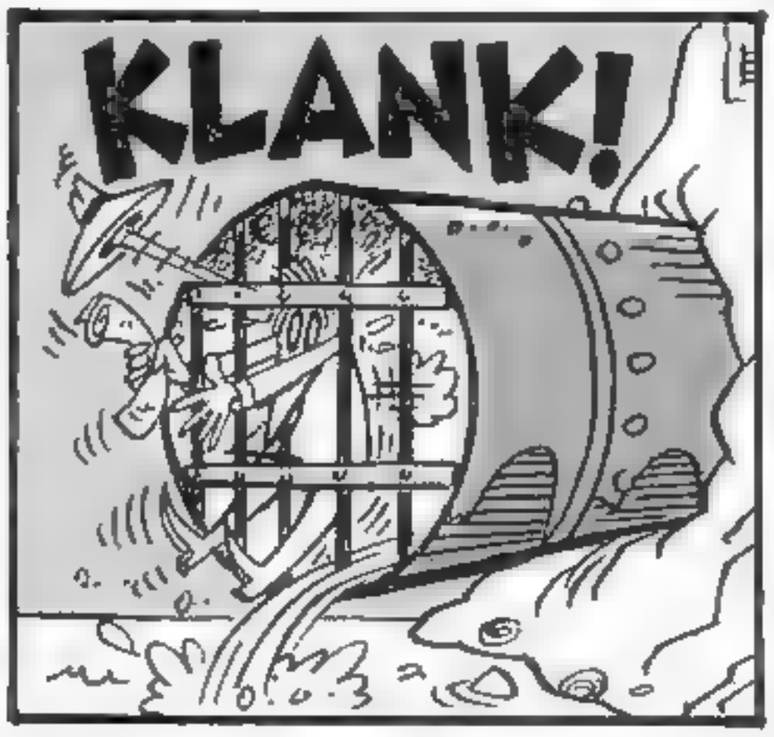

WSS

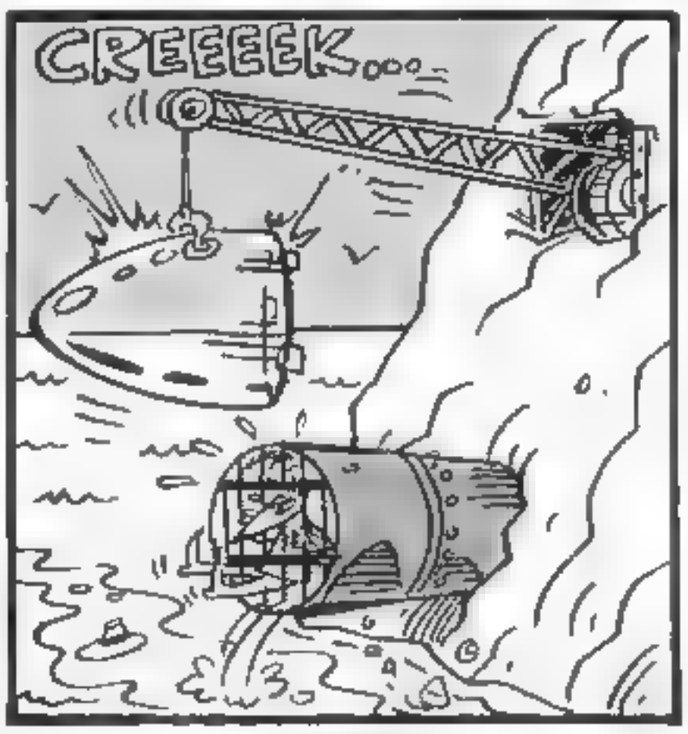
KLIK!
POOOM!
WSS


THWOK!



TOP SECRET PLANS
FWIT!


KLANK!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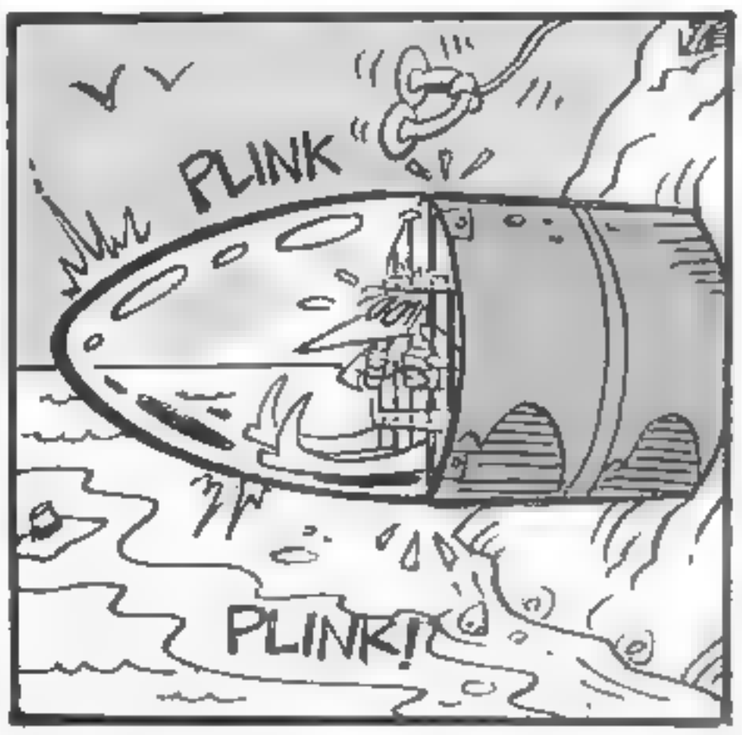
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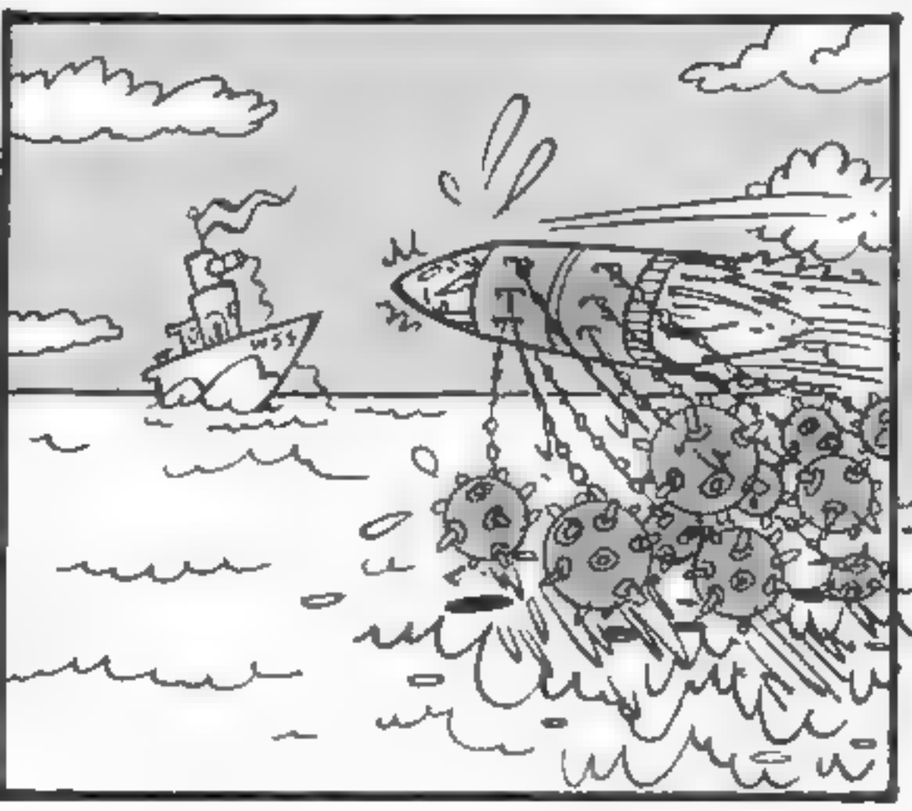
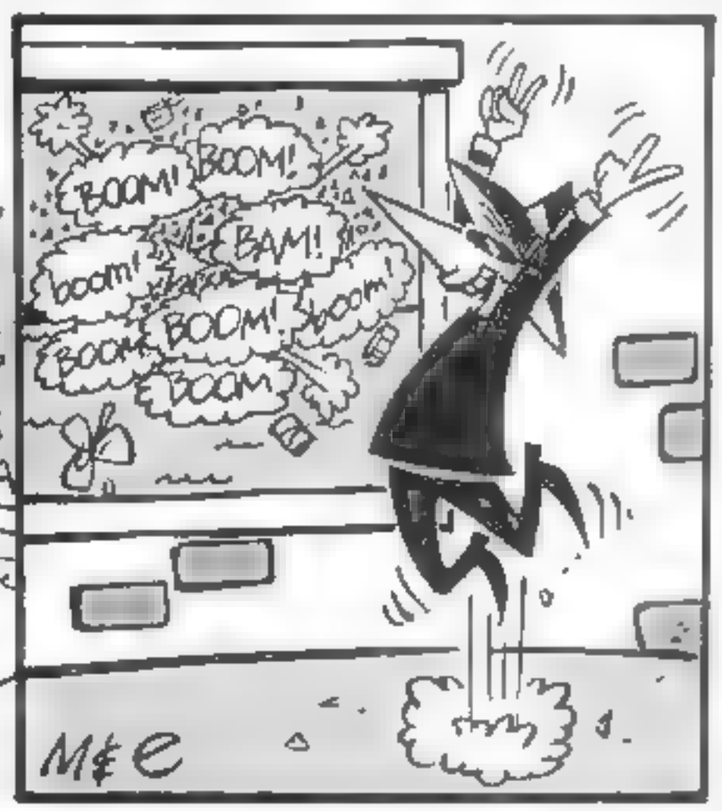
PLINK!



SHOOOSH!


BOOM!
BOOM!
BAM!
boom!
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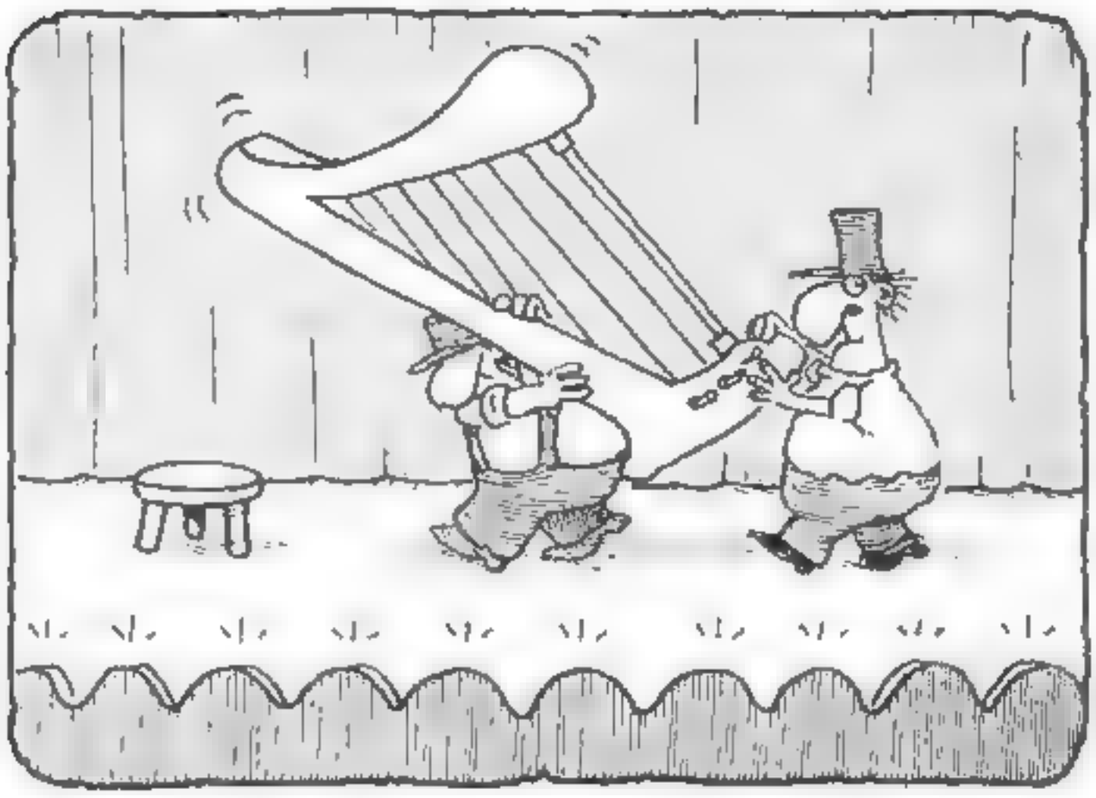
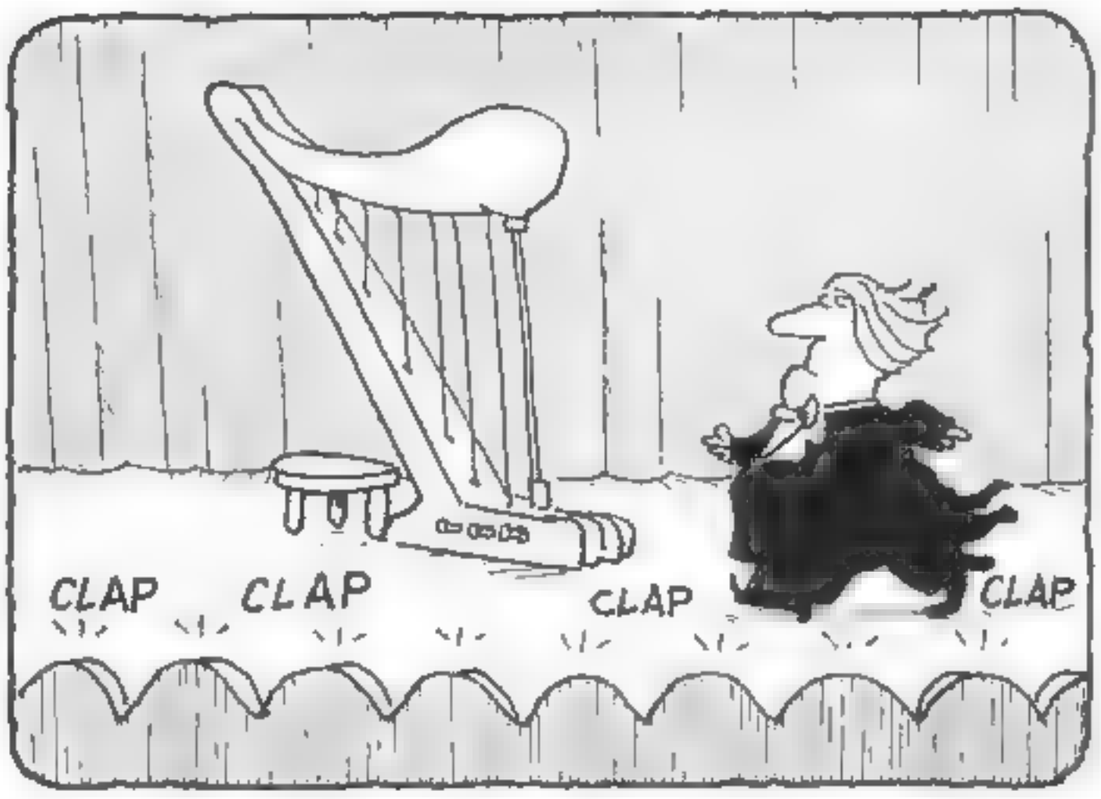
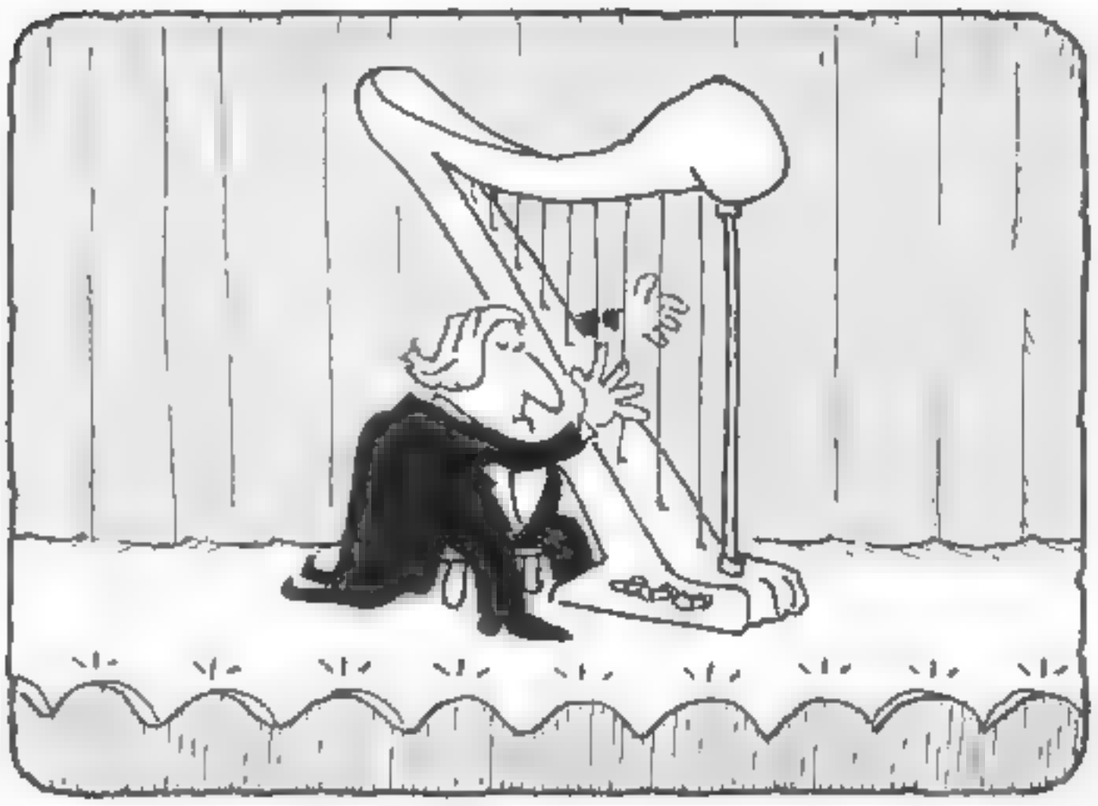
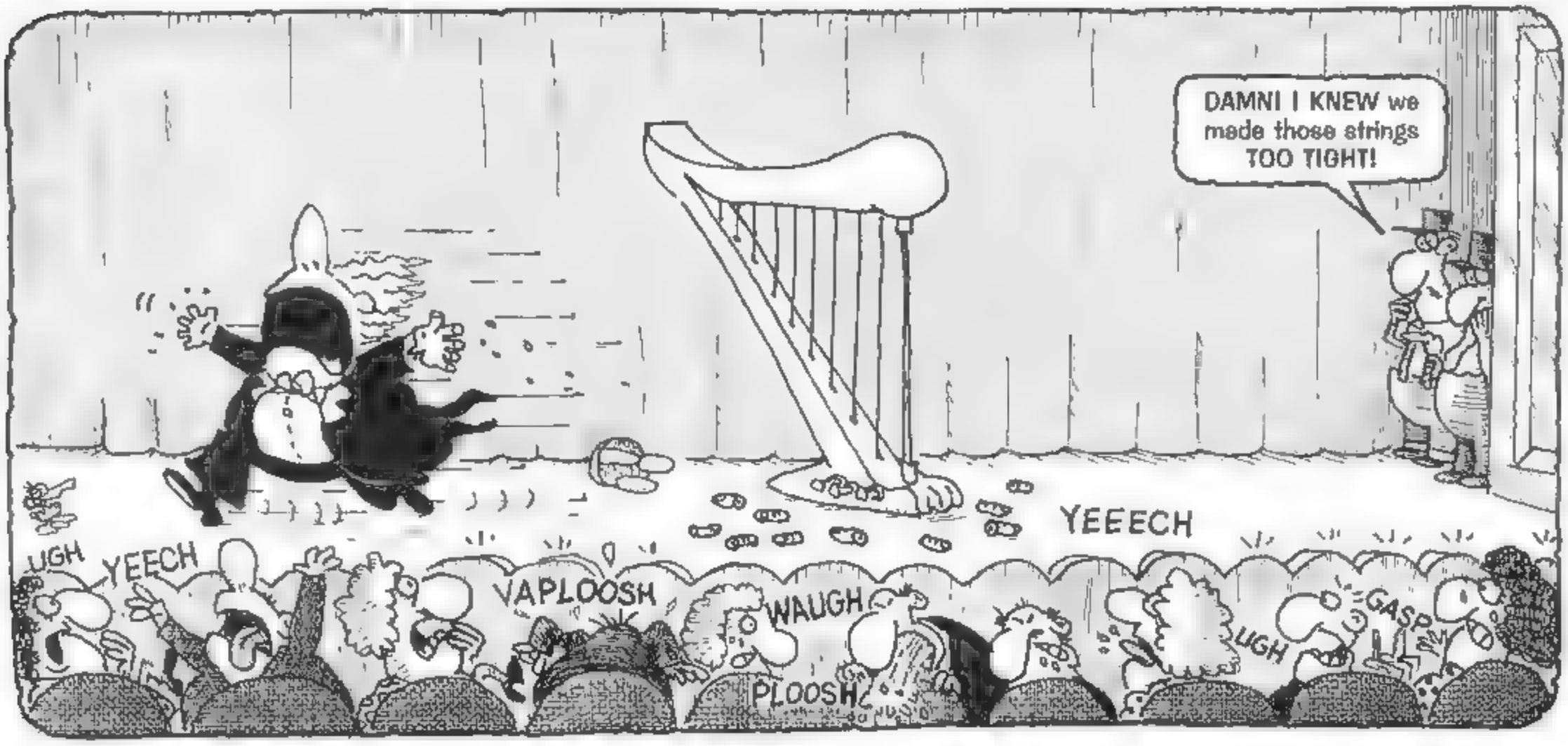
BOOM!
M&C

THE HARROWING HARPIST HAPPENSTANCE









ARTIST AND WRITER: DUCK EDWING

When a filmmaker like George Lucas sets out to create a work that will bear his name, he has but one lofty goal, one higher plane he hopes to reach — making money! And lots of it! It's no surprise that a businessman like ol' George figured out that as good as his three *Star Wars* flicks were, the real dough is in the toys! So he licensed playsets and action figures that hop off the shelf faster than you can say "Mommy, I wanna Wookie." But for every successful Millennium Falcon or Death Star toy, there were the lesser-knowns, the also-rans, the unwanted merchandising items like these...

STAR WARS PLAYSETS YOU MAY HAVE MISSED

ARTIST: JAMES WARHOLA WRITER: DAVID SHAYNE

Set course for **Seti Alpha 4! Warp Speed!**
Uh, don't you mean, **"Set course** for **Alderaan** and make the **jump** to **Hyperspace!"**
What's **"Hyper-space"?!?**
What's **"Warp Speed"?!?**
This **space-ship sucks!**

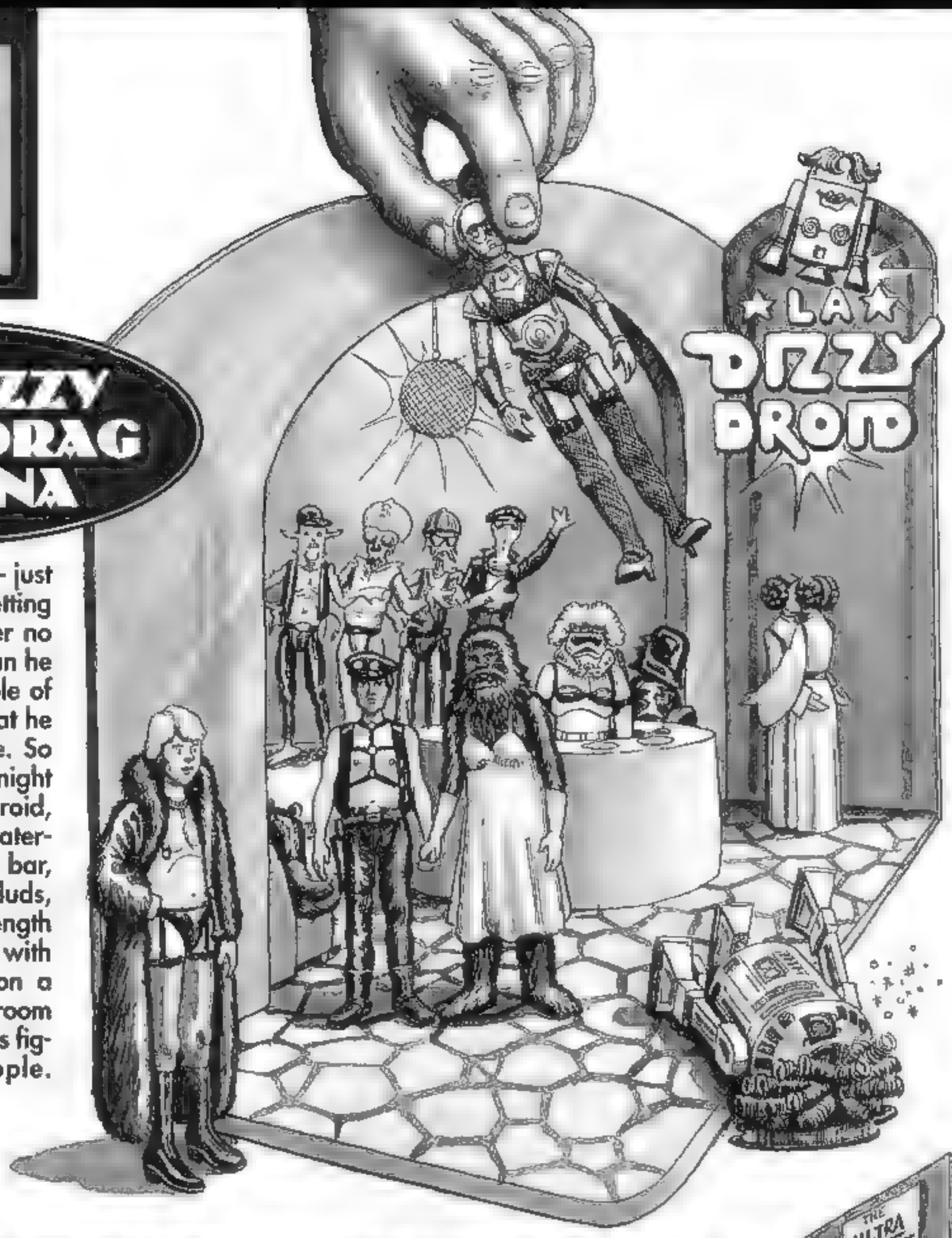
STAR WARS: THE FINAL FRONTIER

At first blush, it seemed like a good idea: combine the two most popular science fiction franchises in motion picture history — *Star Wars* and *Star Trek* — to create the ultimate toy spaceship, the Millennium Enterprise. But bringing these two unrelated universes together only confused and frustrated kids! Who commands the ship, they asked, Luke or Kirk? Is that load of blubber in Sick Bay Jabba the Hutt or Scotty? Is that Kirk's real hair, or is Chewbacca shedding again? Who knows? Who cares? Certainly not the toy-buying public, which avoided this plastic monstrosity like a lice-infested Ewok!

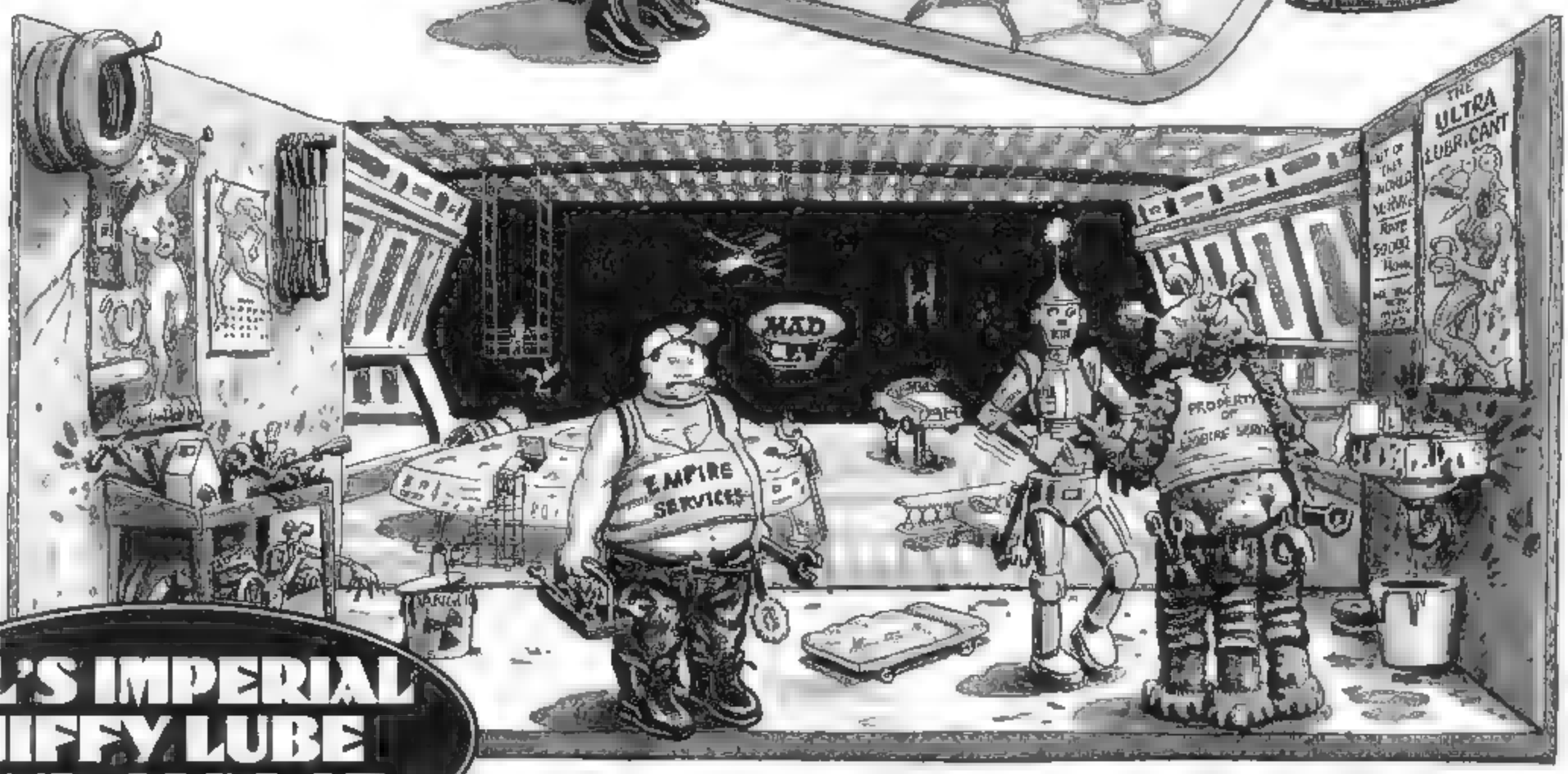
STAR WARS PLAYSETS YOU MAY HAVE MISSED

THE DIZZY DROID DRAG CANTINA

Saving the galaxy ain't exactly a spacewalk in the park — just ask Luke Skywalker! Between getting his hand cut off (by his own father no less) and finding out that the woman he loves is his sister, Luke has a couple of emotional skeletons in his closet that he needs to let out from time to time. So where does a frustrated Jedi Knight head to cut loose? To the Dizzy Droid, the Empire's only "alternative" watering hole. At this intergalactic drag bar, Luke can put away his drab pilot duds, throw on his best Versace floor-length Wookie fur coat, and have a drink with other "space" explorers! Based on a *Star Wars* scene left on the cutting room floor, this playset includes four bonus figures: the Extraterrestrial Village People.



AL'S IMPERIAL JIFFY LUBE AND GARAGE



Meet Al Mertzer, Mechanic to the Empire. This poor action figure has the unenviable task of doing all the unpleasant-but-necessary dirty work that keeps a galaxy running! From scraping the corpses of Rebel pilots off the feet of an Imperial AT-AT Walker to cleaning up TIE Fighters whose pilots couldn't quite stomach the jump to Hyperspace, Al's done it all at his garage. Playset features a working turbo lift, lube station and landspeeder bay. Deluxe set also includes three action figures: Al, Hank-G48 and Fred-bot, Al's two drunken assistant mechanics, with real cursing action!

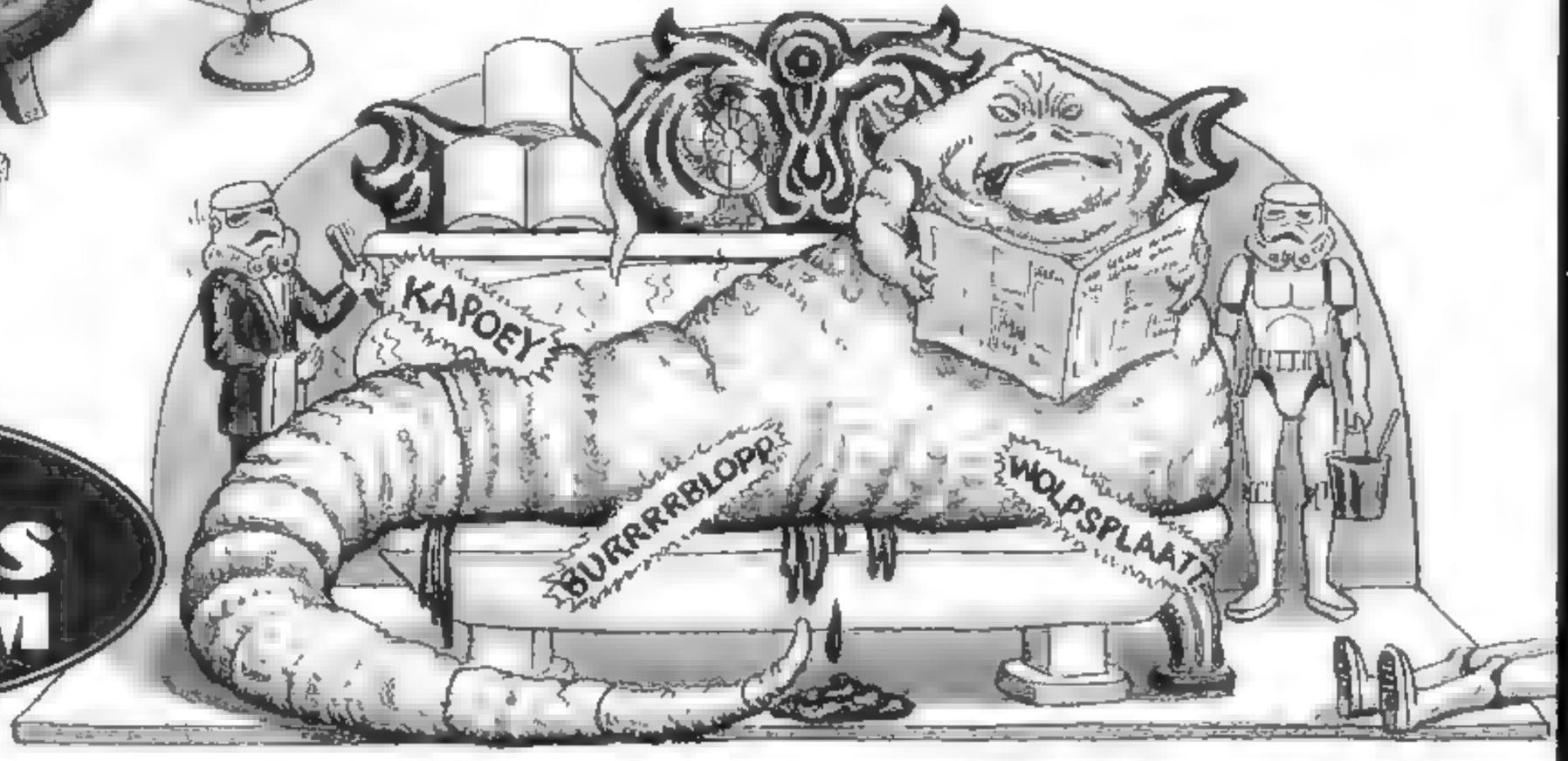
CHEWBACCA'S INTERGALATIC FUR HUT

The au courant Wookie or Ewok in search of a hip, new image need look no further than this trendy salon in the heart of the Empire's fashion district. From Milan to Alderaan, Chewie's head stylist Tonytron (known to his friends as the Jedi Master of Haircuts) travels the galaxy to hire haircutters who know the latest in body-hair braiding and mane styling. French Poodle cuts, David Schwimmer-style Caesars or Tonytron's special, the Grand Coif Tarkin — they're all available at Chewbacca's Intergalactic Fur Hut! Combination lightsaber/hair clippers not included.

YODA'S SWINGIN' PAD

Sure, in *The Empire Strikes Back*, Yoda lived in a dingy swamp, but when he isn't training Luke how to kick some stormtrooper ass, Yoda likes to chill somewhere a little more chic than a slimy, bug-infested mudhole. And that somewhere is Yoda's Swingin' Pad, the kind of laid-back bachelor apartment where a three-foot, 900-year-old muppet can entertain the ladies in style. With Yoda's Swingin' Pad, kids will learn how to woo the babes — and they'll love playing with Yoda's margarita mixer, mirrored bed and an actual, working condom machine! As the Jedi Master himself says, "A special way I have with the ladies!"

JABBA THE HUTT'S BATHROOM



After sitting around all day eating that greasy Tattooine food, where in the palace does Jabba go to ease his 30' colon? The "throne room," of course! Technicians from Industrial Light and Magic spent months digitizing the seven realistic bathroom noises this playset makes, such as the sound of Jabba after he's had a little too much bran. Set includes intergalactic toilet with real Hyperspace flusher! Stormtrooper Washroom Attendant and Janitor figures with gas masks sold separately.

BEHIND THE ANIMATE BALL (YOU SAID "BALL" HEH-HEH, HEH-HEH) DEPT.

Huh-huh! They've done TV! Heh-heh-heh! They've done books! Heh-heh-hmm-heh! They've done CDs! Huh-huh-huh! And now they've moved to the world of film! Sure, you can criticize them, but they've already got as many Emmys and Susan Lucci, as many Pulitzer Prizes as Maya Angelou, as many Grammys as the Rolling Stones and as many Oscars as Ron Howard! It won't take many more "heh-heh's" before...

BEAVIS AND BUTT-HEAD GO HOLLYWOOD

ARTIST: DAVID MANAK WRITER: DESMOND DEVLIN

DECEMBER 20, 1996

The premiere of *Beavis and Butt-head Do America* is spoiled when Butt-head uses the sweeping floodlights to make a silhouette of his thingy in the sky.

FEBRUARY 10, 1997

To fit in with the Hollywood community, Beavis gets his inflatable woman breast implants.

APRIL 2, 1997

Thanks to the newly-created category of "Best Supporting Asswipe," Beavis is nominated for an Academy Award. He loses to Chris Farley.

Just days after purchasing his $3 million cliffside estate, an earthquake measuring 5.2 on the Richter Scale sends Butt-head's uninsured investment crashing into the sea below. It's "cool."

Beavis storms off the set of their second film, *Beavis and Butt-head Still Suck*, citing "insurmountable creative differences between a vibrant artiste and a pack of phillistines." The dispute is amicably resolved within 48 hours, when producers allow their star to ad lib "butt-munch" instead of "dillhole" whenever he enters his "personal acting zone."

The pair's performance in front of Mann's Chinese Theater nearly ends the 60-year tradition of immortalizing movie stars' body parts in concrete.

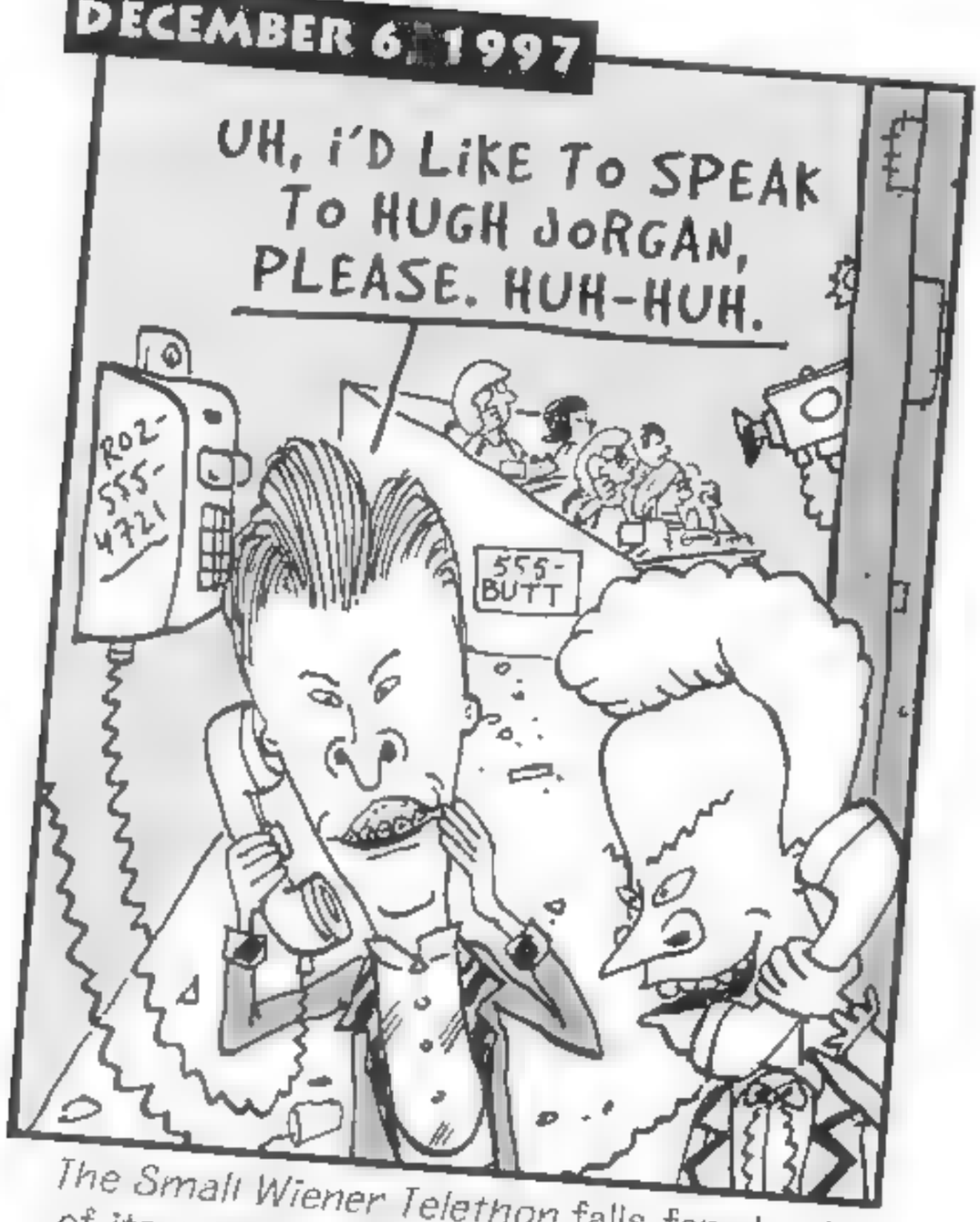
With the help of a jackhammer, Beavis is finally freed from his concrete square.

DECEMBER 5, 1997

So, LiKE, PLEASE GIVE MONEY So BEAViS CAN GET A THiNGY TRANSPLANT.
SHUT UP, ASSMUNCH!
$mall Weiner Tellathon
CA$H DOANATIONS ONLY (NO CHANGE)
$50 BILL$ RULE
CASH RULE$
1ST ANYULE TELATH
555-BUTT

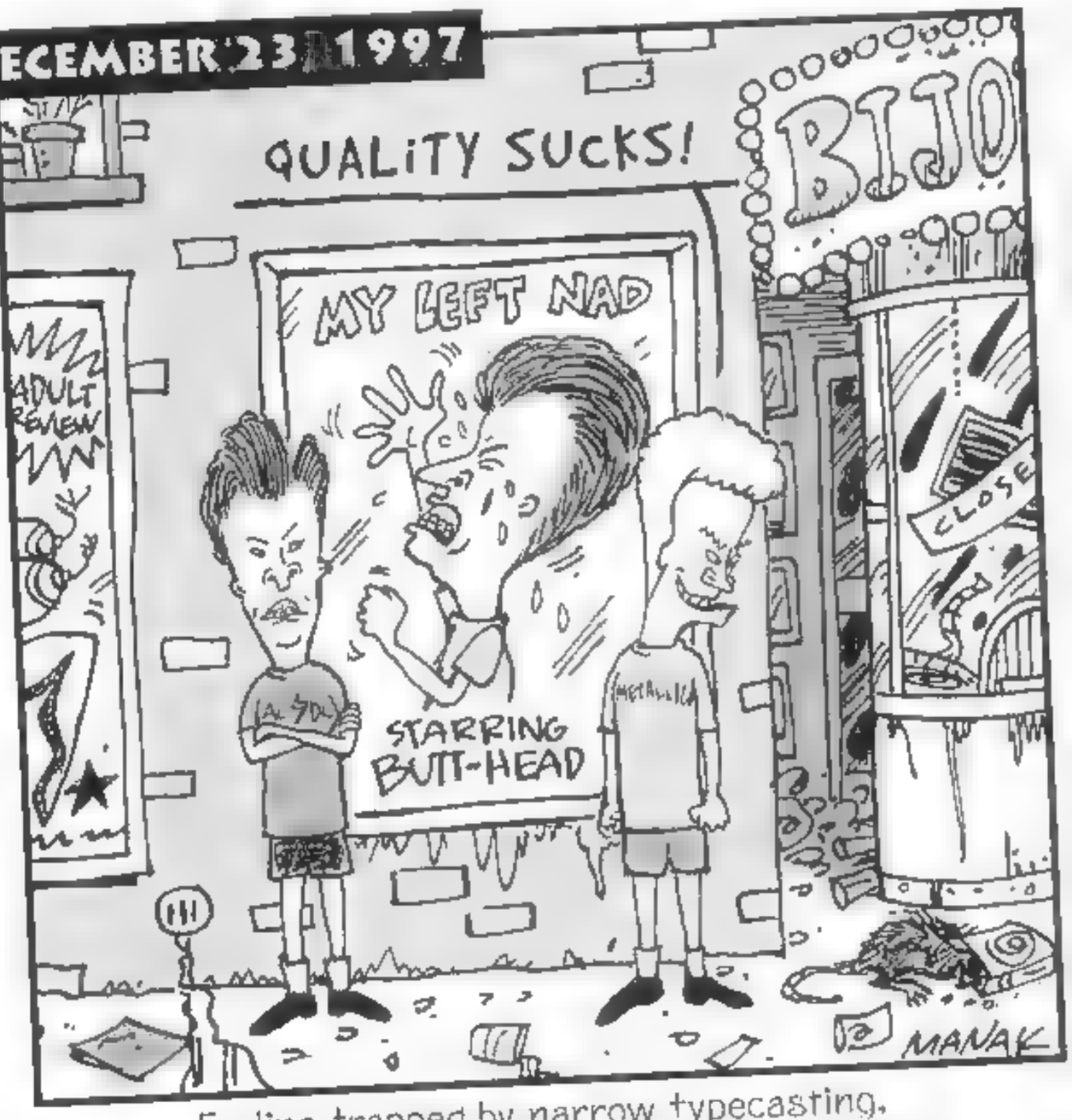
Although all the "good" diseases like cancer and muscular dystropny nave already been taken, tne pair is proud to present the first annual fund-raising effort for a cause close to their own hearts: *The Small Wiener Telethon.*

DECEMBER 6, 1997



The Small Wiener Telethon falls far short of its casn-raising goal. This is primarily due to tne fact that Beavis and Butt head spend several hours making prank calls to the phone bank volunteers.

DECEMBER 23, 1997



Feeling trapped by narrow typecasting, Butt-head's first solo dramatic project 's given a lim:ted release. Tne trag'c tale of an artist trapped in his own body, *My Left Nad* 's neither a critical or commercial success.

CLICHÉ IT AIN'T SO DEPT.

If you want to know the meaning of "cliché," don't bother with a dictionary, go straight to your local bazillionplex! There are, on the big screen, clichés, as you've always seen them before, come to life in predictable, hackneyed scene after predictable hackneyed scene! Is there not one friggin' film maker in all of Hollywood who can give us something truly original, like these...

TRULY UNBELIEVABLE PLOT TWISTS IN ACTION MOVIES

The hero notices that he's about to be trapped as soon as the huge remote-controlled metal door at the end of the hallway slams down. Running like he's never run before, the hero lunges forward so he can roll underneath...

...He almost makes it, too.

At the critical moment, FBI agents sweep onto the scene and announce that they are now in charge of the situation. Having had extensive experience in hostage negotiations...

...they do fine and local officials salute them for a job well done!

ARTIST: MORT DRUCKER WRITER: DESMOND DEVLIN

Two cops from opposite sides of the tracks find out that they've been assigned together. The badly mismatched pair spend half their time bickering and insulting each other...

...until the decision is made to split them up and find more suitable partners.

With split-seconds to spare, the hero leaps forward, just ahead of a tremendous explosion that sends him flying through the air...

...Painful skin grafts are later needed to repair the damage to his back.

From his hiding spot, the hero sees a row of guards pass by in single file. Waiting until just the right moment, he jumps out and knocks the last guard unconscious...

BAM! BAM! BAM!

...However, the sound of the blow alerts the other guards, who turn around immediately and splatter his guts all over the lot.

Using the raw items available – some rubber tubing, an aerosol can and his shoelaces – the hero quickly fashions a rudimentary smoke bomb...

POOF!

POWER

...The device fails miserably.

After successfully misdirecting one of the bad guys so he can conk him over the head and change clothing with him, the hero discovers...

...that the uniform doesn't even come close to fitting.

At first, the hero isn't very happy about working alongside a woman. But when crunch time comes, this member of the "weaker sex"...

POW POW POW

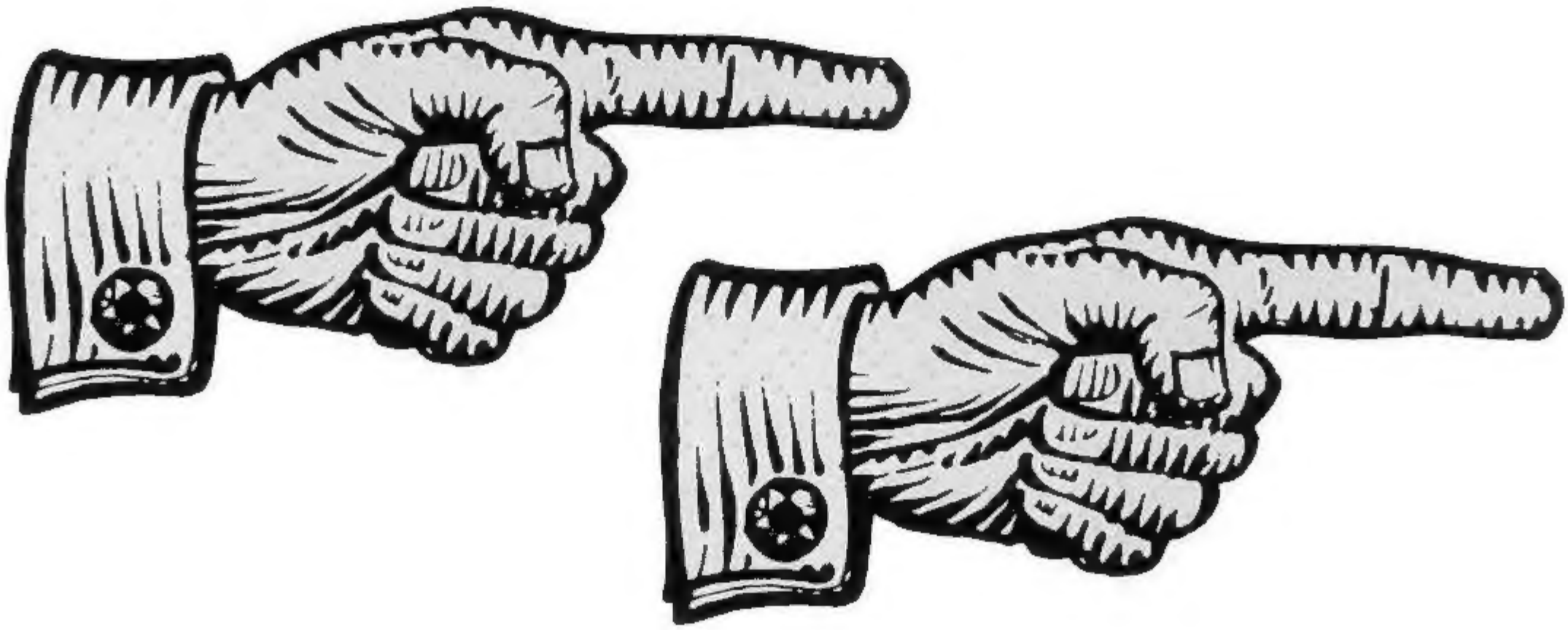
...proves utterly useless and ineffectual.

A TRIBE CALLED JEST DEPT.

DRAMA

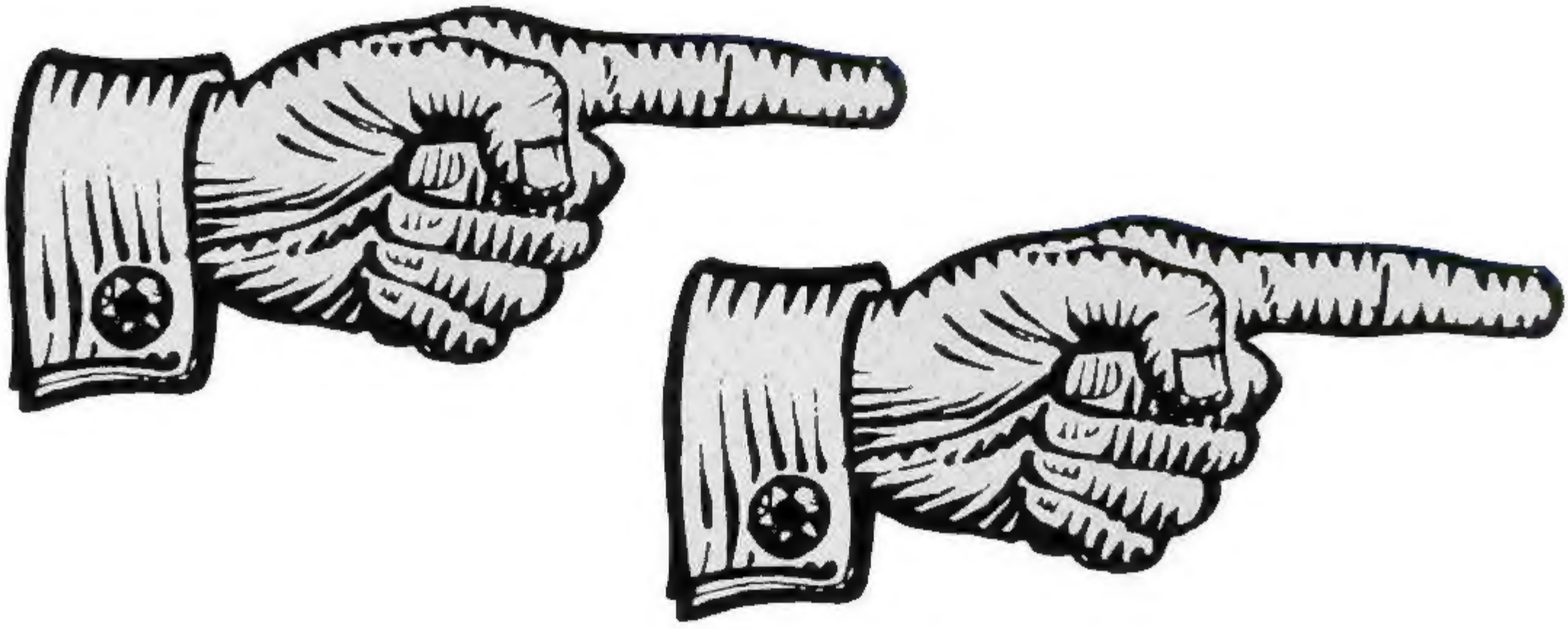
...ON PAGE 48!

ARTIST & WRITER: JOHN CALDWELL



Nothing to see here!

Please skip ahead.



WHAT POP CULTURE PHENOMENON WOULD WE LIKE TO SEE SHOT DOWN?

HERE WE GO WITH ANOTHER RIDICULOUS

MAD FOLD-IN

It's hip. It's hot. It's happening. And it's everywhere! It has become so irritatingly popular, you can't turn on the radio or television without hearing about it. To find out what this wild and crazy movement is, fold page in as shown.

FOLD OVER LIKE THIS

A ▶ FOLD THIS SECTION OVER LEFT ◀ B FOLD BACK SO "A" MEETS "B"

PROPER CITIZENS DEPLORE AND WANT TO STOP STRANGE BEHAVIOR. THEY'D LOCK BEHIND BARS SHOW-OFFS WHO EXHIBIT SUCH TENDENCIES. NOTING HOW WIDESPREAD THIS DISGUSTING GROUP ACTIVITY IS, THEY DEMAND ACTION.

A ▶ ◀ B

WHAT POP CULTURE PHENOMENON WOULD WE LIKE TO SEE SHOT DOWN?

FOLD OVER LIKE THIS

A▶◀B FOLD BACK SO "A" MEETS "B"

POP STARS SHOOTING UP

A▶◀B

ONE DAY ON THE SNOWY PLAINS OF HOTH